

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

**XII Межфакультетская научно-практическая  
студенческая конференция на английском языке**

# **«Гуманитарные проблемы современного общества»**

**(14 - 19 ноября 2022 года)  
посвященная Году культурного наследия  
народов России**

## **ТЕЗИСЫ КОНФЕРЕНЦИИ**

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

## ХII Межфакультетская научно-практическая студенческая конференция на английском языке «Гуманитарные проблемы современного общества»

### Программный комитет:

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

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

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

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

**Загрязкина Татьяна Юрьевна** – д.ф.н., профессор, зав. кафедрой французского языка и культуры факультета иностранных языков и регионоведения, зам. декана по научной работе факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова.

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

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

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

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

### Организационный комитет:

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

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

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

**Яковлева Ирина Олеговна** – старший преподаватель кафедры английского языка для гуманитарных факультетов факультета иностранных языков и регионоведения МГУ имени М.В. Ломоносова.

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

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

**XII Межфакультетская научно-практическая студенческая конференция на  
английском языке  
«Гуманитарные проблемы современного общества»  
в смешанном формате  
(14 - 19 ноября 2022 года)**

**Пленарное заседание (в онлайн-формате)  
18 ноября 2022, пятница,  
12.00-16.00**

*Руководитель: Кочетова М.Г.*

**1. Khatkevich, Alexandra/ Хаткевич Александра**

Faculty of Political Science/ Факультет политологии

**Science diplomacy in the context of regionalization of international relations/ Научная дипломатия в контексте регионализации международных отношений**

The purpose of this research is to reveal the place of science diplomacy in the context of regionalization. The relevance of the topic is related with the tendencies for emergence of new diplomacy types, as well as the conceptualization and regionalization trend. This study considers the experience of science diplomacy implementation by several international organizations and allows for investigating existing mechanisms and institutions of this process. This research studies the concept, dimensions and forms of science diplomacy. Further, a political and legal analysis of certain international associations' (the EU, the SCO, the ASEAN) documents is undertaken. The results of some multilateral science diplomacy cases are considered. The author attempts to formulate the significance of these results and the practice of science diplomacy itself in the framework of the regionalization process.

Консультант по английскому языку: Яковлева Ирина Олеговна

**2. Kochan, Julius/ Кочан Джулиус**

MA, the University of Cambridge, the Department of Modern and Medieval Languages and MPhil, Oxford University, the Department of Chinese Studies/ магистрант Кембриджского университета (факультет современных и средневековых языков) и магистрант Оксфордского университета (факультет китаеведения)

**Longing and disorientation in experimental modern Chinese prose: Gao Xingjian and Su Tong/ Тоска и растерянность в авангардистской современной китайской прозе: Гао Синцзянь и Су Тун**

This presentation examines the key themes and idiolect in the work of Gao Xingjian, a crucial writer in modern Chinese literature. I begin by discussing the importance of Gao Xingjian's peregrinations to his work, in which returns to his childhood village are described poignantly. Finally, I consider the importance of onomatopoeia in his work, suggesting that this linguistic feature is significant, conveying the emptiness that the narrator experiences when considering his childhood.

**3. Makeeva, Tatiana/ Макеева Татьяна**

Faculty of Philosophy/ Философский факультет

**The introduction of kaizen methods into the American corporate culture: a case study of Toyota factories in the USA/ Внедрение методов кайдзен в американскую корпоративную культуру на примере заводов Toyota в США**

During the pandemic, many companies found themselves in a situation of extreme uncertainty. At such critical times, stability within a company plays a decisive role. Toyota has become a striking example of how to work with its own staff by opening new prospects for business scaling. With the help of a kaizen methodology, each employee is involved in production processes through the maximum realization of human potential. However, the American approach to personnel policy

implies that employees can be "hunted" with profitable offers and laid off depending on market conditions. Toyota's corporate culture, on the other hand, postulates a partnership between an employer and a subordinate and does not give up surplus labor in crises. This research shows what fundamental things the two approaches have in common and how they differ, how a kaizen methodology was integrated into the American corporate culture of hiring and how this blend promoted great success even during the pandemic.

Консультант по английскому языку: Перцев Евгений Михайлович

#### **4. Platonova, Anastasia/ Платонова Анастасия**

Faculty of Political Science/ Факультет политологии

##### **Social networks as a factor in regional administration's accessibility for local population/ Социальные сети как фактор доступности региональной администрации для местного населения**

The emergence of digital technologies in the life of society requires a professional presence of government bodies and civil servants on the Internet space. Moreover, social networks are a very effective tool for forming the image of a politician on the Internet. The relevance of the topic and the study as a whole are due to the widespread penetration of social networks into the life of society. The purpose of the research is to reveal the prospects for the use of social networks in the professional activities of civil servants. In this study, several media profiles of heads of Russian regions are analyzed, and the results make it possible to conclude that thanks to the Internet accessibility of public offices specific local issues were resolved.

Консультант по английскому языку: Криштоф Елена Михайловна

#### **5. Satsukevich, Anna/ Сацукевич Анна**

Faculty of Philosophy/ Философский факультет

##### **Authorial anthropology as a leading practice of modern fine art: a case study of V. Kandinsky/ Авторская антропология как ведущая практика современного изобразительного искусства на примере творчества В. Кандинского**

The concept of authorial anthropology came into being in the period of postmodernism where the role of a creator is blurred and is to fit such criteria as the personification of creation (authorial) and the essence of his personal character (anthropology). The aim of the study is to consider the creative activities of V. Kandinsky, who is considered as one of the pioneers of abstraction in western art. The art of the 20th century is primarily associated with Kandinsky, master of abstract Impressionism. Kandinsky's language evokes diverse and complex feelings and associations in the viewer's imagination, his own understanding of the dramatic collisions and conflicts of life and of inevitable conflict between the individual and society. His idea of absolute synthesis of all arts changed not only painting but music, cinema, dance, architecture, and design.

Консультант по английскому языку: Мурза Александра Борисовна

#### **6. Yakunichev, Danila/ Якуничев Данила**

Faculty of Philosophy/ Философский факультет

##### **The ideological side of globalization: the phenomenon of globalism as an essential component of the political philosophy of Alexander Panarin and Ulrich Beck/ Идеологическая сторона глобализации: феномен глобализма как сущностная составляющая политической философии Александра Панарина и Ульриха Бека**

Globalization has created a world in which everything tends to homogeneity, unitarity – universalization. Westernization, in turn, led to the creation of a global model of the world from a western point of view. A number of authors, including Alexander Panarin and Ulrich Beck, closely link westernization, understood as globalism, and globalization. However, globalization is not only a phenomenon, but also a concept. Thus, it should be noted that "risk" (in Beck's narrative) and "globalization" are actually sides of the same phenomenon. Both of them challenge and overturn the role of governments, on the one hand, and the role of various social actors, on the other hand.

The aim of the study is to compare the ideas of the two scholars in treating the ‘society of risk’ concept.

Консультант по английскому языку: Перцев Евгений Михайлович

## ФИЛОСОФСКИЙ ФАКУЛЬТЕТ МГУ имени М.В. Ломоносова

### Секция 1

14 ноября, понедельник,  
Шуваловский корпус, ауд. Г-264  
09.00-10.30

Ведущая: Глonti Нино

#### 1. **Bechin Andry/ Бечин Андрей**

Faculty of Philosophy/ Философский факультет

**The dispute between Charles Perrault and Nicolas Boileau “Old and New” about contemporary literature: a critical analysis/ Диспут между Шарль Перро и Никола Буало «Старое и новое» о современной литературе: критический анализ**

This research draws on the famous dispute between Charles Perrault, who argued that the works created by 17<sup>th</sup>-century authors to the glory of King and Church are necessarily superior to anything produced in the past centuries, and Nicolas Boileau, who held that literary creation has its roots in the fair appreciation of the heritage of antiquity. The study tries to consider this issue from a philosophical point of view maintaining that the ideas we have are directly related to the time in which we live.

Консультант по английскому языку: Мурза Александра Борисовна

#### 2. **Dmitrieva Zlata/ Дмитриева Злата**

Faculty of Philosophy/ Философский факультет

**The perception of philosophy by young people today: a case study of the evolution of students’ ideas (Faculty of Philosophy, Moscow State University)/ Восприятие философии молодыми людьми сегодня на примере эволюции представлений студентов философского факультета МГУ**

Students who have chosen to study philosophy are familiar with a widespread, deeply skeptical attitude to philosophy as a future occupation. They find it difficult to relate abstract philosophical ideas to real life problems. At the same time, they understand that it is philosophical attitude to acute problems that helps to find a way to solve them, which associates the study of philosophy with the acquisition of some kind of superiority. The aim of the study is to identify to what extent, if any, students’ perception of philosophy changes as they become familiar with the main trends of the subject. The study analyzes the answers of junior and senior students of the MSU Faculty of Philosophy to such key questions as: What is the place and role of philosophy and philosophers in our society? What is their future? Who can be called a modern philosopher? The study considers the stereotypical ideas and false expectations of amateurs, as well as traces the transformation of the identity, motivations and worldview of philosophy students as they enter the professional community.

Консультант по английскому языку: Перцев Евгений Михайлович

#### 3. **Glonty Nino/ Глonti Нино**

Faculty of Philosophy/ Философский факультет

**The importance of Chaadaev’s ideas in *Philosophical letters nowadays*/ Актуальность идей Чаадаева в «Философическом письме» в наше время**

The Russian idea as a phenomenon and concept has been a central point in the history of Russian philosophy. All Russian outstanding writers and philosophers have attempted to work out and develop the main principles of the Russian idea. Chaadaev is one of the founders of the Russian

philosophical tradition. His name is closely associated with the fact that the center of philosophical thought was transformed from Europe to Russia. The study attempts to emphasize the importance of his philosophical ideas now and to define the extent of Chaadaev's influence on Russia's political development particularly against the background of the recent events on the international arena.

Консультант по английскому языку: Мурза Александра Борисовна

#### **4. Ignatenko Egor/ Игнатенко Егор**

Faculty of Philosophy/ Философский факультет

#### **Deep pessimism and socio-political criticism of contemporary Western society in Michel Houellebecq's novels/ Глубокий пессимизм и критика социально-политических установок Запада в романах Мишеля Уэльбека**

Michel Houellebecq is a modern French writer, poet and essayist. Most of his works are united by the problems of free love, secularization, the cult of consumption and other phenomena that have prevailed in Western Europe and France since the second half of the 20th century. This study focuses on the idea how Houellebecq tries to predict the future on the basis of the past, in particular his appeal to retain spiritual values that have been accumulated. The novels encourage readers to engage in philosophical "dialogues" and help them to develop their critical thinking about the most topical issues of contemporary life.

Консультант по английскому языку: Мурза Александра Борисовна

### **Секция 2**

**14 ноября, понедельник,  
Шуваловский корпус, ауд. Г-265  
09.00-10.30**

*Ведущая: Агапонова Полина*

#### **1. Abramov Timofei/ Абрамов Тимофей**

Faculty of Philosophy/ Философский факультет

#### **Protecting native languages of the peoples of Russia as the basis for cross-cultural harmony/ Сохранение национальных языков народов России как основа межнационального согласия**

Russia is a multi-ethnic state, with people of about 193 nationalities living in the country and speaking approximately 277 languages and dialects. The statistics show that various factors such as urban relocation may lead to the disappearance of indigenous languages of the peoples of Russia. As a result, small-numbered nations begin to forget their culture, beliefs and history, which facilitates complete assimilation with the predominant nation. This study raises an important issue about the necessity to protect native languages. By providing a large number of examples, the research underlies the importance of a good knowledge of the Russian language as the state language as well as the maintenance of native languages, considering it as one of the main conditions for ensuring interethnic harmony and developing the spiritual community of the country's peoples.

Консультант по английскому языку: Шмареева Анастасия Александровна

#### **2. Balakin Arseny/ Балакин Арсений**

Faculty of Philosophy/ Философский факультет

#### **An analysis of ostensive definitions in *Philosophical investigations* by L. Wittgenstein/ Анализ остенсивных определений в «Философских исследованиях» Л. Витгенштейна**

The current study examines the issue of the correlation between predicates and their meanings. Many philosophers of language and mind (L. Wittgenstein and others) devoted their research to clarifying what the meaning of a predicate was but fewer thinkers studied how a predicate was connected to its meanings. In language, predicates are represented by the words of relationships

and the words of properties. Thus, the main hypothesis of this research is that there are special gestures for predicates of properties and predicates of relationships. The study is aimed at analyzing and understanding how meanings of predicates exist: whether they are real or simply mental constructions.

Консультант по английскому языку: Шмараева Анастасия Александровна

### **3. Salmanova Diana/ Салманова Диана**

Faculty of Philosophy/ Философский факультет

#### **An analysis of cinematic techniques in modern filmmaking and their impact on spectators/ Анализ кинематографических приемов в современном кинематографе и их влияние на зрителей**

The research focuses on analyzing cinematic techniques in terms of their influence on spectators. Filming is known to involve collaborative interactions among over one hundred people and go through particular stages. Not only does it make a film making process complex but a successful outcome is not guaranteed and depends on a wide range of factors. The study examines current trends and categories of techniques typical of different popular genres in the film industry, and discusses the way they affect spectators since the main aim of any film is to keep the audience engaged.

Консультант по английскому языку: Шмараева Анастасия Александровна

### **4. Volkova Ekaterina/ Волкова Екатерина**

Faculty of Philosophy/ Философский факультет

#### **Youth perspective on ecological issues/ Взгляд молодёжи на экологические проблемы**

It is obvious that human activities have still been doing incalculable damage to the planet despite considerable technological advances over the last decades. Moreover, some non-renewable resources seem to be on the brink of depletion in the foreseeable future. The world sees a wide range of environmental problems that people have to tackle. That is why youth environmental awareness and active participation in programs and activities are of great importance nowadays. The study focuses on youth's attitudes to current environmental issues, their ranking in order of importance and possible solutions suggested by students of the faculty of philosophy.

Консультант по английскому языку: Шмараева Анастасия Александровна

### **5. Zharova Altana/ Жапова Алтана**

Faculty of Philosophy/ Философский факультет

#### **Preserving a local language in globalization: a case study of the Buryat language/ Сохранение местного языка в условиях глобализации на примере бурятского языка**

The study deals with the problem of endangered languages and is devoted to the case of the Buryat language. Obviously, with globalization having long-lasting implications, there is a threat of language extinction which means the loss of the nation's culture, its values and traditions. In 2005, the Buryat language was included in the Red Book of Endangered Languages by UNESCO. Besides, according to Rosstat, the Buryat nation is among the three nationalities with the lowest native language proficiency. Nowadays, there is a clear trend, namely: it is grandparents who speak the language for the most part, whereas parents only understand it, but their children do not even understand the language. The research conducted among the youth of the Buryat origin has confirmed the alarming tendency.

Консультант по английскому языку: Шмараева Анастасия Александровна

### **Секция 3**

**14 ноября, понедельник,**

**Шуваловский корпус, ауд. Г-518**

**10.45-12.15**

*Ведущая: Пашина Анастасия*

### **1. Alikina Yevgeniya/ Аликина Евгения**

Faculty of Philosophy/ Философский факультет

#### **The contribution of Moscow patrons to the creation of the Russian art collection/ Вклад московских меценатов в формирование российской коллекции живописи**

At the beginning of the 20th century, the development of art, including painting, was actively going on in the world and in Russia. Styles changed each other incredibly quickly. The study looks at the activities of Russian merchants such as the Shchukins and Morozovs who tried to get Russian people acquainted with contemporary painting arranging art exhibitions. A particular attention is paid to the fact that they were able to find real works of artists and opted for the artistically valuable paintings of past and the then masters. Their efforts have exerted a seminal influence on the development of art.

Консультант по английскому языку: Егорова Елена Геннадьевна

### **2. Bartnovskaya Marta/ Бартновская Марта**

Faculty of Philosophy/ Философский факультет

#### **Humanistic goals of Antonin Artaud's "Theater of Cruelty"/ Гуманистические цели "Театра Жестокости" Антонена Арто**

This study is devoted to Antonin Artaud's concept of "Theater of Cruelty". Artaud is a French director who lived in the 20th century and, as art critic Vadim Maksimov has written, he significantly influenced the development of our modern European theater. In this research, I demonstrate that the analysis supporting the concept of "Theater of Cruelty" provides a framework with which we can understand Artaud's core belief and get closer to understanding the meaning of theater. The aim of this study is to answer how theatrical cruelty is connected with humanistic goals and how it can help us live in peace. The research is based on Artaud's collection of articles "Theater and its Double", Maksimov's book "Introduction to Antonin Artaud's system" and Mamardashvili's article "Antonin Artaud's Metaphysics".

Консультант по английскому языку: Мурза Александра Борисовна

### **3. Nikitina Diana/ Никитина Диана**

Faculty of Philosophy/ Философский факультет

#### **Communication problems of the modern world through the works of Herbert Marshall McLuhan/ Коммуникационные проблемы современного мира на основе работ Герберта Маршалла Маклюэна**

In the modern world, communication has been divided into an incredible variety of parts. Now for us communication is not only a way of transmitting information, but also a huge world opened to research in the human sciences. Marshall McLuhan is one of the main researchers of the world of communication. His ideas are multifaceted and interesting, but at the same time relevant and practical. He coined the expression "the medium is the message" as well as the term *global village*. He thought that the visual, individualistic print culture would soon be brought to an end by what he called "electronic interdependence" and electronic media will replace visual culture with aural/oral culture. In this new age, humankind would move from individualism and fragmentation to a collective identity, which he called a *global village*. That is why, in order to analyze and identify the problems of modern communication, which is what this work is dedicated to, the choice of the works of this researcher is the most justified.

Консультант по английскому языку: Егорова Елена Геннадьевна

#### **Секция 4**

**14 ноября, понедельник,**

**Шуваловский корпус, ауд. Г-264**

**12.30-14.00**

*Ведущая: Тригубчук Анастасия*



### **1. Barents Nicole, Kovaleva Sofiya/ Баренц Николь, Ковалёва София**

Faculty of Philosophy/ Философский факультет

#### **Linguistic and cultural difficulties in translating advertisements/ Лингвистические и культурологические трудности перевода рекламы**

The aim of the study is to analyze numerous linguistic and cultural difficulties that arise in translating advertising. The ultimate challenge for any translator is to preserve as much of this complex meaning structure in their translation as possible. Translating culture-specific elements in a text is always a challenge. Some well-established techniques for overcoming these challenges are discussed in this talk. It is particularly difficult to translate proverbs, popular sayings and winged phrases because they are so unique and culture-specific that they can only be rendered by a word-for-word translation or paraphrase or omitted altogether. The study gives some examples of successful solutions to these difficult tasks.

Консультант по английскому языку: Егорова Елена Геннадьевна

### **2. Gonchikova Sofia/ Гончикова София**

Faculty of Philosophy/ Философский факультет

#### **Mechanisms of the psychological impact of advertising: an analysis of advertising campaigns of the Coca-Cola Company/ Механизмы психологического влияния рекламы: анализ рекламных кампаний компании Кока – Кола**

The study analyses typical methods that the Coca-Cola Company applies to promote its products. Particular attention is given to the following methods: “using slogans”, “opinions of authorities”, “same as all”, “emphasis on simplicity and speed of getting effect”, “biding or substitution”, “selective usage of information”. The idea is to get an understanding of how daily advertisements manipulate people’s consciousness and psyche.

Консультант по английскому языку: Перцев Евгений Михайлович

### **3. Efimenko Viktoria/ Ефименко Виктория**

Faculty of Philosophy/ Философский факультет

#### **Overcoming the language barrier: an analysis of Michele Berdy’s book *The Russian Word’s Worth*/ Как преодолеть языковой барьер: анализ книги Мишель Берди «Лингвокультурологический комментарий русской лексики»**

The language barrier is one of the most important humanitarian problems of our time. With the development of international communication, this issue is gaining relevance. This research is based on a number of articles written by Michele Berdy, an American journalist who has contributed to the newspaper The Moscow Times for the last 20 years. In 2010 she published a book *The Russian Word’s Worth* where she gathered vivid examples of difficulties a translator faces trying to convey the meaning of Russian words. Her commentaries and ways of translating and interpreting Russian new words, idioms and proverbs help foreigners to successfully overcome the language barrier and prove opportunities for understanding our life and culture better. A few examples from the book will help to see how one can solve translation difficulties.

Консультант по английскому языку: Перцев Евгений Михайлович

### **4. Zaytseva Anna/ Зайцева Анна**

Faculty of Philosophy/ Философский факультет

#### **Peculiar features of American and British advertising campaigns: a comparative analysis/ Характерные черты рекламных кампаний в США и Великобритании: сравнительный анализ**

The study provides an in-depth analysis of the influence of various cultural aspects on the advertising creation process and the importance of considering distinctive cultural features specific to a particular country in the context of globalization. Globalization is known to have been a clear trend in the world in the last few decades. Therefore, information, goods and services are

distributed faster around the world. It means that advertising has become international too. To reach a global audience, both local and international companies should take into account cultural background of their target audience. The aim of this study is to compare American and British advertising methods and identify similarities and differences between them.

Консультант по английскому языку: Шмараева Анастасия Александровна

#### **5. Koltashova Maria/ Колташова Мария**

Faculty of Philosophy/ Философский факультет

#### **The main phases of introducing musical accompaniment in advertising: a historical analysis/ Основные этапы внедрение музыкального сопровождения в рекламе: исторический анализ**

Nowadays advertising is a part of popular culture. It sets the standards of life, how to dress, eat and even develop. The relevance of the work lies in the fact that music plays an important role in creating a positive brand image. The need for incorporating music in advertising is ever more obvious. The main purpose of the work is to consider some historical facts of the appearance of music in advertising, to analyze the features of the choice of musical material for advertising, to understand how music affects the consumer and to determine why the same genre is the most popular among consumers.

Консультант по английскому языку: Егорова Елена Геннадьевна

#### **6. Konshina Anna/ Коньшина Анна**

Faculty of Philosophy/ Философский факультет

#### **The role of advertising in a crisis: a case study of small companies/ Роль рекламы в условиях кризиса на примере небольших компаний**

In the midst of a crisis, many companies reduce production, reduce the price list, lay off employees, save literally everything to keep the business for a sufficient amount of time. The advertising budget is being reduced to a greater extent: some companies reduce their advertising activity almost completely, breaking off relations with advertising agencies, classifying this area as optional. The aim of the study is to show that during a crisis, the “motive” forces of advertising do not decrease at all, on the contrary: for many small companies, it becomes the lifeline that allows “keeping the company afloat”. Strange as it may seem, but the hardest times of a crisis were most painlessly experienced by those companies that were not afraid to invest in advertising when, it would seem, the situation for this was the most unfavorable. All the advertising expenses paid off over time.

Консультант по английскому языку: Перцев Евгений Михайлович

### **Секция 5**

**14 ноября, понедельник,**

**Шуваловский корпус, ауд. Г 265**

**12.30-14.00**

*Ведущая: Терентьева Ульяна*

#### **1. Loktionova Ksenia/ Локтионова Ксения**

Faculty of Philosophy/ Философский факультет

#### **Features of poetic translation from Russian into English based on the works by F. Tyutchev and A. Fet/ Особенности поэтического перевода с русского на английский на примере стихотворений Ф.И. Тютчева и А.А. Фета**

The aim of this research is to analyze of A.A. Fet and F.I. Tyutchev’s poems translated into the English language. The study concentrates on some difficulties the translator faces trying to reproduce both the message and the rhythm of the original texts. The two Russian poets belonged to a romantic turn of mind; they concentrated on some philosophical sides of human life and feelings. Sometimes the music of those poets’ compositions sounds sad, serene, or tragic. Talented

translators, V. Nabokov, in particular, managed to successfully convey this sounding in an English version.

Консультант по английскому языку: Мурза Александра Борисовна

## **2. Mugalimova Albina/ Мугалимова Альбина**

Faculty of Philosophy/ Философский факультет

### **The complex relationship between fashion and globalization: short-term and long-term prospects/ Сложная динамика развития моды и глобализации: краткосрочные и долгосрочные перспективы**

This study analyzes the relationships between fashion and globalization. On the one hand, globalization allows fashion retailers to reduce their production costs and be more competitive in the global market aiming to satisfy any consumer demand for clothes. On the other hand, globalization also has a negative aspect, namely, it clearly leads to the loss of individuality that clothing used to offer. The research examines the changes in the fashion industry due to the development of fast fashion as a result of globalization. While this might be good in the short-term span, the long-term damage to the fashion industry could be catastrophic. In addition, the study touches upon the issue of how one can preserve national identity by supporting local designers.

Консультант по английскому языку: Шмараева Анастасия Александровна

## **3. Pechatkin Aleksandr, Mironov Vladimir/ Печаткин Александр, Миронов Владимир**

Faculty of Philosophy/ Философский факультет

### **Football fan movements in Russia and Great Britain: a comparative analysis/ Футбольные фанатские движения в России и Великобритании: сравнительный анализ**

The aim of the presentation is to provide an understanding of the differences between football fan culture in Russia and in the UK. Sport is a complex, multifunctional social phenomenon that is becoming increasingly popular today. Sport is constantly evolving: new types of competitions, new words, phrases and idioms are appearing, and with them, the culture of the fans is evolving and changing. Our study presents a brief history of the origins of football and football culture in the UK and Russia. Factors influencing and characterizing fan cultures, characteristics of fan dress, behavior, aims and motives of fan groups and relations with state authorities are discussed, as well as the current state of the fan movement.

Консультант по английскому языку: Перцев Евгений Михайлович

## **4. Nikonorova Anna/ Никонорова Анна**

Faculty of Philosophy/ Философский факультет

### **Using literary genres in advertising to attract attention from a specific target audience/ Использование литературных жанров в рекламе для привлечения внимания конкретной аудитории**

The study focuses on the interplay between print advertisements and literary genres as poetry, drama, folklore. This interplay may be used to attract attention from a specific target audience, with an idea to load the advertised brand with positive associations. The end goal of advertising is to influence public opinion and encourage customers to buy products and services. The reference to literature is one of the most popular ways to attract people's attention. The relevance of this issue lies in fact that a lot of advertising creators try to incorporate well-known characters (for example, Mr Pickwick) from English and American literature into advertisements to promote most interesting product option for customers and draw their attention.

Консультант по английскому языку: Мурза Александра Борисовна

## **5. Ryzhkova Yuliia/ Рыжкова Юлия**

Faculty of Philosophy/ Философский факультет

### **Renaming foreign brand-names in Russia: causes and effects/ Причины и последствия переименования зарубежных брендов в России**

The study raises an important issue of brand renaming in Russia. Many foreign companies and brands have one name at home but another in Russia. When a company comes to the market in a foreign country, it may be challenging for it to advertise a product effectively because of profound differences in communication style, culture and customs. Hence, it appears that companies have to create a new style and name that will be familiar to the target audience. This study provides some illustrative examples of this phenomenon, a most convincing of them is the renaming of *McDonald's* into *Vkusno i Tochka*, which has a potential to appeal to the average Russian customer.

Консультант по английскому языку: Егорова Елена Геннадьевна

## **6. Muradyan Emiliya/ Мурадян Эмилия /Ramazanova Zamina /Рамазанова Замина**

Faculty of Philosophy / Философский факультет

### **Crisis management: a case study of the Nike Company/ Управление компанией в период кризиса на примере компании Найк**

Crises are considered to be an inevitable part of management process. The study discusses the specialist opinions about what steps companies should take in dealing with a crisis. This problem is one of the most important issues in the economic environment of business. Nowadays, a crisis is a common aspect of any economic activity. However, crises can also be categorized. They may affect small and medium-sized companies, or they may negatively impact large enterprises too. Such companies or corporations are often called international. They operate on the global market, and it takes huge financial resources to prevent or manage a crisis. This research examines the Nike crisis management plan, highlights its advantages and disadvantages and evaluates its efficacy.

Консультант по английскому языку: Шмараева Анастасия Александровна

### **Секция 6**

**14 ноября, понедельник,**

**Шуваловский корпус, ауд. Г-510**

**15.00- 16.30**

*Ведущий: Зиньковский Александр*

## **1. Avdoshenkova Maria/ Авдошенкова Мария**

Faculty of Philosophy/ Философский факультет

### **Ways of making user interface design easier: a critical analysis of Jacob Nielsen's usability heuristics/ Методы повышения качества дизайна пользовательского интерфейса: критический анализ эвристик Якоба Нильсена**

The research deals with 10 usability heuristics by Jacob Nielsen, who is well-known as one of the founders of the Nielsen Norman Group – the company specializing in developing new methods of dealing with customers. These methods are aimed to make people's interaction with goods and services easier. Usability, or User Experience, is the art of making a system, product or service simple, user-friendly and easy to use in order to achieve goals with the required efficiency, effectiveness, and satisfaction. They are called "heuristics" because they are taken to be rules of thumb and not specific usability guidelines. This talk provides real-life examples to show the effectiveness of these methods.

Консультант по английскому языку: Егорова Елена Геннадьевна

## **2. Chasova Ekaterina, Vyankina Anastasia/ Часова Екатерина, Бянкина Анастасия**

Faculty of Philosophy/ Философский факультет

### **The influence of advertising on consumer decision-making: an analysis of current tools and techniques/ Влияние рекламы на выбор потребителя: анализ современных методов**

This research examines whether advertising deprives a consumer of their freedom of choice. According to some researchers, a person is thought to be free only at the moment of making a

decision; however, advertising could impact a person's choice by motivating consumers to buy a promoted product. Most statistics say that broadcast advertising is the most influential medium since through these communication channels (TV and radio) not only advertising of given goods takes place, but most importantly, particular lifestyle is being promoted in consumers' consciousness. The present study aims to analyze various advertising techniques used by advertising companies, to estimate their impact on consumers' choices and confirm the suggested hypothesis.

Консультант по английскому языку: Шмараева Анастасия Александровна

### **3. Denilkhanova Eva/ Денильханова Эва**

Faculty of Philosophy/ Философский факультет

#### **Interpreting religious tenets and their use for political purposes: a case study of Islam/ Интерпретация религиозных догматов и их использование в политических целях на примере ислама**

In recent years, the problem of terrorism has become relevant and has spread worldwide. Terrorism, like any element of political struggle, is based on propaganda and promoting specific ideas to people. Some researchers think that now terrorists try to use Islam as a "convenient" ideological basis for their actions. It should be noted that when the basis of propaganda is a spiritual principle, it may be challenging to verify this principle by rational methods. Besides, since its main slogans are supposed to be taken on trust, people cannot estimate their true validity. The purpose of this study is to prove that terrorism has nothing to do with faith, it just uses religion to justify its inhuman methods. The violence preached by terrorism cannot be associated with Islam as well as with any other world religions that profess kindness, mercy, patience and peace.

Консультант по английскому языку: Мурза Александра Борисовна

### **4. Fenkina Mariya/ Фенькина Мария**

Faculty of Philosophy/ Философский факультет

#### **Bullying in Russian schools: causes and consequences (a sociological analysis)/ Буллинг в школах России: причины и последствия (социологический анализ)**

The problem of bullying is a modern and acute social issue. This study is based on the work of the Norwegian psychology professor from the University of Bergen Dan Olweus. He gave the first definition of the term *bullying* – "the kind of violence suggesting the aggressive prosecution one of the members of the team". The present study looks at different types of bullying: physical, verbal, social-psychological, and cyber bullying. It also draws on the work of Anna Kuznetsova called "What is bullying?" According to the author, 55 per cent of children in Russian educational institutions are bullied; 39 per cent of them preferred to remain silent about what happened. The present research looks at typical signs of bullying: difficulty in socializing, lower academic performance, difficulty in finding long-term relationships, and body image issues. The author tries to give some advice about how to recognize signs and signals of bullying.

Консультант по английскому языку: Мурза Александра Борисовна

#### **Секция 7**

**17 ноября, четверг,**

**Шуваловский корпус, ауд. Е-349**

**09.00-10.30**

*Ведущая: Глonti Нино*

### **1. Vagrov Anton/ Багров Антон**

Faculty of Philosophy/ Философский факультет

#### **The impact of Herbert Well's novels on science fiction/ Влияние романов Герберта Уэллса на научную фантастику**

Herbert Wells is rightly believed to be one of the founders of science fiction. The aim of this study is to consider Well's efforts for social equality, world peace and what he considered the future good for humanity. In spite of an awareness of possible world catastrophe that underlay much of his books, Well is regarded as the chief literary spokesman of the liberal optimism. This presentation shows how these features can be traced in the books of contemporary science fiction writers.

Консультант по английскому языку: Мурза Александра Борисовна

## **2. Matveeva Anastasia/ Матвеева Анастасия**

Faculty of Philosophy/ Философский факультет

### **Slavic mythology and its reflection in the life of modern man/ Славянская мифология и её отражение в жизни современного человека**

This research is devoted to Slavic mythology and its reflection in the life of a modern man. Basically, the world of the Slavic pagan gods was both majestic and simple, closely connected to the life of people in ancient times. That is why some people, even those who adopted Orthodoxy, could not abandon their ancient beliefs. The concept of Slavic mythology is quite broad, namely, it is not only the names of gods and heroes, but also a particular worldview including spells, magical and healing powers of herbs and stones, concepts of celestial bodies, natural phenomena and evil power. Thus, everything mentioned above is represented and preserved in Russian literature, art and cinematography. In addition, it was pagan beliefs that began turning into folk omens and superstitions of modern men. The current study demonstrates that mythology is still an integral part of people's lives.

Консультант по английскому языку: Шмараева Анастасия Александровна

## **3. Rodicheva Sofia/ Родичева Софья**

Faculty of Philosophy/ Философский факультет

### **Indigenous identity and its impact on the life of Arctic peoples/ Идентичность и ее влияние на жизнь малых народов Арктики**

This research deals with the issue of aboriginal identity and its influence on the life of small-numbered peoples of the Arctic region. In the summer of 2022, a group of teachers and students conducted a survey among the participants of the expedition to the North Pole on the icebreaker *The 50 Years of Victory* with a simple question being asked: "Who are you?" The survey has shown the correlation between awareness and understanding of one's identity and cultural development of small-numbered Arctic peoples. The results confirm the fact that in the globalized world minor indigenous peoples tend to lose their identity, which poses a certain threat to their existence.

Консультант по английскому языку: Шмараева Анастасия Александровна

## **4. Churin Georgy/ Чурин Георгий**

Faculty of Philosophy/ Философский факультет

### **Philosophical approach to teaching methods: an analysis of E. Ilyenkov's article "School should teach to think!"/ Философский подход к методам преподавания: анализ статьи Э. Ильенкова « Школа должна учить мыслить! »**

The study is a comment on the famous Soviet philosopher E. Ilyenkov's article "School should teach to think!" where Ilyenkov promotes the idea that school should teach students creative methods rather than provide ready-made solutions to acute everyday problems. Ilyenkov draws his analysis on the works of Kant, Hegel, Marx as well as on the ideas of Pavlov, Vygotsky, and Leontyev. Ilyenkov's appeal to change a traditional system of education is topical now that new programs are introduced to schools.

Консультант по английскому языку: Бережных Елена Юрьевна

## **5. Firtsikov Iia/ Фирциков Илья**

Faculty of Philosophy/ Философский факультет

**The main religious and philosophical ideas in the literary works of H.P. Lovecraft/  
Основные религиозно-философские идеи в работах Г.Ф. Лавкрафта**

H.P. Lovecraft is one of the most well-known writers of the past 150 years who had a major influence on a wide range of philosophic directions and disciplines (for example, objectively oriented ontology has its roots in Lovecraft works). The thoughts expressed by him do not lose their relevance to this day. The aim of my research is to analyze some of his literary works and, based on them, to give a profound analysis of H.P. Lovecraft's main philosophical and religious ideas.

Консультант по английскому языку: Мурза Александра Борисовна

**Секция 8**

**17 ноября, четверг,**

**Шуваловский корпус, ауд. Г-309**

**10.45-12.15**

*Ведущий: Бутов Андрей*

**1. Liu Yang/ Лю Ян**

Faculty of Philosophy/ Философский факультет

**The role of stereotypes in forming a person's way of life: a critical analysis of the film *Zootopia*/ Роль стереотипов в формировании образа жизни человека: критический анализ фильма «Зверополис»**

A stereotype is a widely held, simplified, and very firm idea about what a particular type of person or thing is like. Groups are often stereotyped on the basis of gender identity, race and ethnicity, nationality, age, a socio-economic status, language. Once stereotypes are formed, they are difficult to change, so it is important to consider their influence on our life. The study is based on a film "Zootopia". Humorous though it is, it conveys a deep idea how typical stereotypes about a person are broken in real-life situations that demand strong character and will. The film tells us how dangerous it is to make judgements based on stereotypes.

Консультант по английскому языку: Перцев Евгений Михайлович

**2. Kotlyarova Ekaterina/ Котлярова Екатерина**

Faculty of Philosophy/ Философский факультет

**Designing new humanities as exemplified by the rhetoric of science: challenges and prospects/ Формирование новых гуманитарных дисциплин на примере риторики науки: вызовы и перспективы**

The rhetoric of science today is emerging as an independent science. Upsurge of interest in the role of rhetoric in scientific communication is caused, on the one hand, by the features of the modern scientific knowledge and, on the other hand, by the attempt of researchers to reconstruct meticulously scientific activity and discourse. However, in the process of its evolution the rhetoric of science, like any other discipline in the humanities, faces a number of challenges. E. Husserl in his work "Logical Investigations" revealed some of the issues logic faced in the early 20th century. The philosopher outlined the main issues: the status of science, definition, content, disciplinary boundaries and the methodology of the new science. The study analyzes how the issues raised by E. Husserl influence the development of the rhetoric of science. The relevance of the topic is determined by the modern theoretical trends in science, namely, research in the role of rhetorical practices in scientific communication.

Консультант по английскому языку: Перцев Евгений Михайлович

**3. Konovalova Anastasiia, Petrova Arina/ Коновалова Анастасия, Петрова Арина**

Faculty of Philosophy/ Философский факультет

**Making American way of life esthetic in Spanish cinema: a critical analysis of the film *La Casa de Papel*/ Эстетизация американского образа жизни в испанском кинематографе: критический анализ фильма «Бумажный дом»**

The heist drama series *The House of Paper* was created by Álex Pina and was first shown on the Spanish channel Antena 3 in 2017. Despite the fact that critics liked it, viewers very quickly lost interest in the series and revenue began to fade. After its recut, the series became the most-watched series in such countries as France, Italy, Argentina and Brazil. The aim of the study is to show the influence of Hollywood traditions on the average cinemagoer by instilling American values in an attempt to divert people's attention from real-life problems.

Консультант по английскому языку: Мурза Александра Борисовна

**4. Suvorov Aleksandr/ Суворов Александр**

Faculty of Philosophy/ Философский факультет

**The specifics of humor in the national artistic space of Russia: literature and cinema/ Специфика юмора в национальном художественном пространстве России: литература и кинематограф**

It is a well-known fact that humor is a feature of human nature, but the forms of its manifestation directly depend on the social environment and specific features of language. Russian humor gains much of its wit from the inflection of the Russian language, allowing for plays on words and unexpected associations. Any national-semiotic and socio-cultural space is characterized by certain precedent phenomena and cultural concepts, through which humor is frequently revealed. This study looks at the specifics of Russian "laughing culture", through which forms it manifests itself in our artistic space (literature and cinema) and through what precedent phenomena and cultural concepts it is revealed.

Консультант по английскому языку: Мурза Александра Борисовна

**5. Pashina Anastasia/ Пашина Анастасия**

Faculty of Philosophy/ Философский факультет

**The problem of not understanding the difference between marketing, advertising and PR/ Проблема непонимания разницы между маркетингом, рекламой и пиаром**

Public Relations is a complex and hybrid subject. It draws on theories and practices from many different fields. The study tries to cover the issues of definition and distinction of PR from related activities. Many people think that a marketer, if necessary, easily turns into a PR specialist, and he is an advertiser by default. The same can be said vice versa. All this is the wrong point of view. This is not surprising, because the directions have many similarities. Therefore, this study analyzes in detail the selected areas and clarifies each of them separately, highlighting their differences.

Консультант по английскому языку: Мурза Александра Борисовна

**6. Orlovskaya Anna/ Орловская Анна**

Faculty of Philosophy/ Философский факультет

**Eating disorder as a current problem of contemporary youth/ Расстройство пищевого поведения как реальная проблема современной молодежи**

Eating disorder is a serious problem faced by the majority of the female population of the world. Unfortunately, it is common and familiar to many. Bulimia and eating disorder arise due to incorrect attitude to food, psychological traumas, complexes, and many other factors. This problem affects the body with destructive force. For example, girls might lose weight, which can entail violations of other organs important for human life. They are affected by society, beauty standards, hate, e.g. on social networks, oblique views from the male and female sides. The study draws on an article "Why are Healthy Eating Habits Important" by Jessica Migala where the author distinguishes between healthy and unhealthy eating habits. She provides some good advice about different patterns, in particular, a plant-based eating pattern.

Консультант по английскому языку: Егорова Елена Геннадьевна



**Секция 9**  
**17 ноября, четверг,**  
**Шуваловский корпус, ауд. Г-203**  
**12.30-14.00**

*Ведущая: Авдюшенкова Мария*

**1. Zinkovsky Alexander/ Зиньковский Александр**

Faculty of Philosophy/ Философский факультет

**Effects of international advertising campaigns on national culture: a case study of Russia/  
Влияние международных рекламных кампаний на национальную культуру на примере России**

Over the last century, advertising has become an integral part of our lives. Advertising agencies from the United States, the United Kingdom, France, and Japan seek to increase their profits by operating in other countries. When an agency produces advertising for a new market, it always considers cultural features of the market. However, it is obvious that advertising agencies can also influence a country's culture through their advertising products. Advertising by American agencies is a clear example of such an impact. This research briefly examines the effect that foreign advertising agencies can have on a country's cultural features. The study also considers the main trends in modern advertising production by international companies.

Консультант по английскому языку: Бережных Елена Юрьевна

**2. Kishmakhova Milana/ Кишмахова Милана**

Faculty of Philosophy/ Философский факультет

**Social dimensions of the future of Artificial Intelligence: a review of recent publications/  
Социальные аспекты развития искусственного интеллекта: анализ последних публикаций**

The impact of Artificial Intelligence on the world has already been felt in a variety of ways, from chess computers to SIRI, search engine algorithms and chatbots. In just a few years, AI has become a reality from fantasy. Machines that help humans with intelligence are not just in science fiction movies but also in the real world. At this time, we live in a world of Artificial Intelligence that was just a story though for some years. We are using AI technology in our daily lives either unknowingly or knowingly, and being such a revolutionary technology, AI also deals with many controversies about its future and impact on human beings. It may be dangerous, but also a great opportunity. Right now, AI can beat humans in some specific tasks only, but in the future, it is expected of AI to beat a human in all cognitive tasks. The study focuses on both positive and negative prospects of applying AI in the future.

Консультант по английскому языку: Бережных Елена Юрьевна

**3. Tambieva Lorina/ Тамбиева Лорина**

Faculty of Philosophy/ Философский факультет

**The impact of brand image on customer loyalty/ Влияние имиджа бренда на лояльность клиентов**

Nowadays the world looks like a global marketing company that makes use of various strategies in order to attract new, retain former customers and differentiate their products from those of their competitors. One of the most important and effective strategies in order to influence consumer behavior in their product selection is to emphasize the "brand name" of the product. It gives rise to a customer's satisfaction when they can enjoy the diversity of goods or services. The customers, who are loyal to a specific brand, are not easily influenced by their availability or pricing. This research tries to illustrate the relationships between the brand image and a customer's loyalty by summarizing and analysing information from both Russian and American studies.

Консультант по английскому языку: Мурза Александра Борисовна

#### **4. Mokrova Ksenia/ Мокрова Ксения**

Faculty of Philosophy/ Философский факультет

##### **Suicide among adolescents: a review of contemporary research into its causes, dynamics and solutions/ Самоубийства среди подростков: современные исследования причин, динамики и путей решения данной проблемы**

The present study discusses the main causes of suicidal behavior in teenagers, whose suicidal ideations can be related to different internal and external factors. The research draws its data from the report made by the Russian children's rights commissioner, which tries to analyze the adolescent suicide phenomenon and provide ways to solve this acute problem. According to this report, the number of suicide attempts among adolescents has increased by 13 per cent over the last three years. More often than not teenagers are over-conscious with their appearance, have problems with their studying at school, which can result in suicide attempts. The report identifies, among other things, a highly negative influence of some social networks appealing to young people to commit suicide. The children's rights commissioner suggests that the number of psychologists at schools should be increased because they can give professional advice in case of emergency.

Консультант по английскому языку: Мурза Александра Борисовна

#### **Секция 10**

**17 ноября, четверг,**

**Шуваловский корпус, ауд. Е-349**

**15.00 -16.30**

*Ведущая: Зайцева Анна*

#### **1. Terentyeva Ulyana/ Терентьева Ульяна**

Faculty of Philosophy/ Философский факультет

##### **Influence of fake news on the audience: the main psychological causes/ Влияние фейковых новостей на аудиторию: основные психологические предпосылки**

This study examines such features contributing to forming distorted news as emotions, the difference between objective and subjective information, and peculiar ways our brain works. Different kinds of distortion are introduced: *perceptual selectivity, perceptual bias, desire ability* that help us understand complex works of our brain. This problem is becoming more relevant in the current social and political situation, where fake news spreads with a tremendous speed. Nowadays people are increasingly subjected to destructive information impact that directly affects their behavior, relationships with relatives and friends and even decision-making concerning their health. The study tries to give an understanding of mechanisms that make us vulnerable to misinformation and encourage its spread.

Консультант по английскому языку: Перцев Евгений Михайлович

#### **2. Korogodina Darya/ Корогодина Дарья**

Faculty of Philosophy/ Философский факультет

##### **Using English in Russian business names: pros and cons/ Использование английского языка в названиях российского бизнеса: за и против**

The English language has become a necessary language for modern society. It is difficult for a person, who is unfamiliar with English, to understand meanings of any sign, brand and its name. It is even impossible to follow the right directions without knowing one of the most significant languages in the world. English is everywhere: in advertising, on store signs and even in the stores themselves. To date, there has been little research about problems that might arise in this process. This study considers the most common ways how English works in names, as well as the reasons for their use. The research analyses both positive and negative features of this process.

Консультант по английскому языку: Бережных Елена Юрьевна

### **3. Trigubchuk Anastasia/ Тригубчук Анастасия**

Faculty of Philosophy/ Философский факультет

#### **The influence of junk food advertising on people's health in Russia/ Влияние рекламы вредной пищи на здоровье людей в России**

The study deals with the dangers of junk food advertising and its impact on the brain and human health. For many years, scientists around the world have been studying the impact of fast food advertising on children and adults. Every seventh child in the modern world is obese, which is a threatening trend. That is why these studies were aimed at understanding the mechanisms of media that lead to an unhealthy lifestyle. The results of the research conducted at the University of Michigan by Professor Ashley Girhardt are discussed. The professor explained that advertising "Big Mac" triggers complex processes in our body that we cannot control. Therefore, when you start looking for something to eat after watching such videos, you do not realize what caused it. Thus, the reason most often is not hunger, but the fact that the body wants its reward in the form of fatty and sweet food.

Консультант по английскому языку: Егорова Елена Геннадьевна

### **4. Trunova Svetlana/ Трунова Светлана**

Faculty of Philosophy/ Философский факультет

#### **Internet addiction in our life: a review of the *National Library of Medicine*/ Зависимость от интернета в нашей жизни: обзор журнала *Нэшнл лайбрэри медуцин***

The research touches upon the problem of internet addiction. According to the National Library of Medicine, internet addiction is uncontrollable, compulsive, harmful and preoccupied with the internet use. This phenomenon is noted across borders and is considered a worldwide issue. This issue is very relevant in our time as the Internet is increasingly integrated into our lives and becomes an integral part of it. This study reveals the symptoms of Internet addiction, the reasons for it, tells about the treatment for addiction, and identifies people who are most exposed to it.

Консультант по английскому языку: Бережных Елена Юрьевна

### **5. Filkina Anastasya/ Филькина Анастасия**

Faculty of Philosophy/ Философский факультет

#### **The use of puns in English advertising: a review of recent publications/ Использование игры слов в англоязычной рекламе: обзор последних публикаций**

Puns are broadly used in tabloid newspaper headlines, in everyday conversations, social media, television and advertising. Puns often make use of homophones – words that sound the same, and are sometimes spelt the same, but have a different meaning. They are generally considered to be a fairly basic form of humor, though they can also be very sophisticated and funny. It will not be too much of exaggeration to say that this topic is relevant in the modern world as advertisements will not be prosperous if they are boring and uninventive. The research considers the most important aspects of the use of puns in English advertising. First, it contains information about the main features of wordplay in advertising discourse and the advantages of using them there. Secondly, a few examples of the most memorable advertising campaigns, including puns, are given.

Консультант по английскому языку: Мурза Александра Борисовна

### **6. Shkareda Vladislava/ Шкареда Владислава**

Faculty of Philosophy/ Философский факультет

#### **An analysis of psychological impact of color in advertising/ Анализ психологического воздействия цвета в рекламе**

Advertising plays an important role in everyday life. It surrounds us everywhere and has influence on our subconscious. We cannot imagine the modern life without advertising. This research analyses the ground rules of advertising creation and psychology of colors in marketing. The study also discusses different types of using color in advertising giving convincing examples of specific colors. Red, for example, is bright and dynamic, emphasizes energy and a fast rhythm of life. At

the same time, in large amount, this color can cause irritation and even aggression. The study gives a few examples of using color by well-known companies.

Консультант по английскому языку: Перцев Евгений Михайлович

### **7. Yukhimchuk Mariia/ Юхимчук Мария**

Faculty of Philosophy/ Философский факультет

#### **Integration of English omens and superstitions into the Russian language/ Интеграция английских примет и суеверий в русский язык**

Recently such problems as the decline in literacy, the decline in speech culture, and the uncontrolled influx of borrowings have become very acute. In the old days, people saw hidden meanings in everything. Nowadays, there are still superstitions that are supposed to bring good luck and those that are meant to be bad omens. Some of these superstitions have survived to our time and we are still aware of them on a subconscious level. This research draws parallels between Russian and British superstitions in order to understand how far the process of borrowing from both sides has gone. To date, there has been little research into this issue, thus, the study tries to shed light on this interesting topic.

Консультант по английскому языку: Мурза Александра Борисовна

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

### **Секция 1**

**14 ноября 2022, понедельник,**

**10.45-12.15**

**1 Гуманитарный корпус, ауд. 666**

*Ведущие: Владимир Горобец, Дарья Ярошева*

### **1. Dvornikov Eugene, Talavrinov Vladimir/ Дворников Евгений, Талавринов Владимир**

Faculty of Political Science/ Факультет политологии

#### **Contemporary political aspects of separatism in the USA/ Современные политические аспекты сепаратизма в США**

This talk analyzes the preconditions for separatism in the United States that have been aggravated by progressing social problems stemming from high social inequalities, unresolved ethnic and racial conflicts. The study suggests that the easy availability of weapons to ordinary civilians created the preconditions for resolving incipient conflicts through armed skirmishes, which in general are already happening on a small scale. The fact that there is no real consolidated ethnic groups within the generally white society (which is historically conditioned) strengthens the ground in the US policy for inter-ethnic conflicts. The American nation has not yet succeeded in creating one single united whole. In this situation, the build-up of unresolved contradictions creates an accumulative effect. Thus, since the mid-20th century, the acuteness of this problem has acquired new colors.

Консультант по английскому языку: Криштоф Елена Михайловна

### **2. Podnebesnaya Yulia, Shevtsov Vladislav/ Поднебесная Юлия, Шевцов Владислав**

Faculty of Philosophy/ Философский факультет

#### **The issue of dual citizenship in the modern world/ Проблема двойного гражданства в современном мире**

In the context of globalization, more people feel like “cosmopolitans” – citizens of the world. In response to this, traditional sentiments rise and traditional values are updated, in particular, such as “historical homeland”; along with this, the active development of transport technologies allows a modern person to live “in two countries”. In connection with all the above and many other factors, the question of formally fixing citizenship and belonging to a particular state arises more

acutely. The study touches upon not only the issue of the prohibition or permission of dual citizenship as a moral dilemma, but also the intricacies of the legal factor, as well as the influence of the modern dynamics of international relations on the solution of this issue. Dual nationality is a hot topic, both for states and for their citizens, especially in recent years, due to the dynamics in world politics. This work is aimed at clarifying the current state of affairs regarding the issue of dual citizenship in the world, as well as identifying current trends and predicting the further development of this issue.

Консультант по английскому языку: Бережных Елена Юрьевна

### **3. Solonenko Alexandra, Chernopyatova Sofya/ Солоненко Александра, Чернопятова Софья**

Faculty of Political Science/ Факультет политологии

#### **Capital punishment in the CIS countries: a comparative analysis/ Смертная казнь в странах СНГ: сравнительный анализ**

The talk is devoted to the issue of implementation of death penalty in the CIS countries. The authors give its brief historical review and emphasize the fact that during the Soviet period shooting as capital punishment was adopted only for a serious criminal offense. Nevertheless, in the second half of the 20th century European Court for Human Rights signed several documents regulating both application and abolishment of the death penalty. After the collapse of the USSR, newly created CIS countries introduced moratorium on this type of punishment. The authors describe examples of states in which the death penalty is not prohibited now. They come to the conclusion that in the near future a trend to banning this type of capital punishment is likely to become widespread.

Консультант по английскому языку: Криштоф Елена Михайловна

### **4. Volkova Alexandra/ Волкова Александра**

Faculty of Political Science/ Факультет политологии

#### **Myths about the heroic past as a tool to strengthen Swiss national unity/ Мифы о героическом прошлом как инструмент укрепления швейцарского национального единства**

The author analyzes myths which occupy an important place in the Swiss historical memory and reveal the trends of the country's social and historical development. The purpose of this study is to identify the most significant and state-forming ideas of Switzerland, presented in the form of legends. In the course of the study, a set of methods was used in investigating the factors that affected myths in Swiss society, including such areas as political science, sociology and history. The author uses the historical retrospective method to define the basic ideas and principles prevailing in different periods of the country's historical memory. Psychological and anthropological methods were used to analyze the national character and mentality of Swiss citizens.

Консультант по английскому языку: Криштоф Елена Михайловна

### **5. Zagoruy Maxim/ Загоруй Максим**

Faculty of Political Science/ Факультет политологии

#### **Political communication in social media: challenges of information choice/ Политическая коммуникация в социальных медиа: проблема выбора информации**

Social media have long been part of our lives. Their impact has spread to the political sphere as well. This study analyses the phenomenon of social media (new media) in political communication and identifies the differences between new media and traditional media. Despite the significant differences between the two types of media, the number of information redistribution centers remains unchanged. Thus, new media only create the illusion of choice of information by re-broadcasting the same ideas, and are not alternative sources of information. The study analyses the political communication using the example of the 2021 State Duma candidates' election campaign in Moscow.

Консультант по английскому языку: Криштоф Елена Михайловна

**Секция 2**

**14 ноября 2022, понедельник,  
13.00-14.30**

**1 Гуманитарный корпус, ауд. 666**

*Ведущий: Семён Пришкольник*

**1. Zheleznyakov Peter & Tunyan Artyom/ Железняков Пётр и Тунян Артём**

Faculty of Political Science/ Факультет политологии

**The influence of the Soviet Union's national policy and its dissolution on ethnic tensions in the Russian Federation/ Влияние национальной политики Советского Союза и распада СССР на этнические трения на территории Российской Федерации**

One of the main challenges of contemporary society is various interethnic conflicts of a military nature that can lead to grave consequences both for the parties involved and for the international political situation in general. Over the past 40 years, such events, caused by the collapse of multinational empires, have taken place not only in Eastern Europe, especially in the territories of the former Yugoslavia, but also in the countries of the post-Soviet area, including the Russian Federation. This study considers and analyzes the main reasons for these conflicts suggesting that they might have been related to the national policy of the USSR's leadership and some deep ethnic contradictions in its republics.

Консультант по английскому языку: Яковлева Ирина Олеговна

**2. Agakerimova Milana, Kozorya Elizavet/ Агакеримова Милана, Козоря Елизавета**

Faculty of Political Science/ Факультет политологии

**Challenges of tourism development in Dagestan/ Проблемы развития туризма в Дагестане**

This presentation is devoted to the development of tourism in the Republic of Dagestan. The research investigates the issue of avoiding negative consequences of mass tourism as well as the factors that may be beneficial for developing the regions and the entire country. In addition, the talk focuses on the development of ecotourism, taking into account the revival of rural areas and rural architecture, national traditions in various areas of society, folk crafts and health resorts. The study aims to demonstrate two different trends in the further development of tourism in the Republic. The authors come to the conclusion that a compromise is required to consider the needs for multi-variant development and to achieve the most effective result.

**3. Kornienko Zoe, Kuliasova Ekaterina/ Корниенко Зоя, Кулясова Екатерина**

Faculty of Political Science/ Факультет политологии

**Information warfare and its influence on the mass consciousness/ Информационная война и ее влияние на массовое сознание**

Information warfare is currently the most urgent process in the intercontinental political arena that largely determines the further steps of both government institutions and civil organizations. This is a qualitatively new level of confrontation between the conflicting parties, where actions might be carried out blindly on both sides, while encompassing almost the entire human community which does not even suspect how quickly it may be drawn into global political conflicts. The information war shapes the attitude to the current events, can turn citizens against the state, the states against the states, etc. To what extent does the indirect influence of information warfare affect people's mental state and worldview? This research tries to reveal the destructive aspects of information warfare. In addition, it attempts to find and develop ways to minimize its effects.

Консультант по английскому языку: Криштоф Елена Михайловна

**4. Molodykh Ilya/ Молодых Илья**

Faculty of Political Science/ Факультет политологии

**Efficient methods of public migration policy: socio-humanitarian and humanistic aspects/  
Эффективные методы государственной миграционной политики: социо-  
гуманитарный и гуманистический аспекты**

In this research, the author outlines the most common mechanisms for regulating the migration policy of a state. The study considers such factors in migration policy as preventing illegal migration, preventing excessive migration, and teaching potential migrants the language and culture of the country of their likely arrival. Furthermore, the research deals with the targeted delivery of migrants in accordance with the market demands and opportunities of employers. The author also analyzes possibilities of the expulsion of migrants for serious crimes committed in the country of arrival.

Консультант по английскому языку: Криштоф Елена Михайловна

**5. Prusakova Polina, Titova Daria/ Прусакова Полина, Титова Дарья**

Faculty of Political Science/ Факультет политологии

**Natural disasters in the Balkans: social and environmental dimensions/ Стихийные  
бедствия на Балканах: социальные и экологические аспекты**

The Balkan Peninsula is a picturesque and nature-rich region in the south of Europe. It is famous for its seaside resorts, cultural attractions and historical cities. The Balkans is also a developed tourist area, which is visited by millions of people every year, and that makes the Balkans one of the most popular places in the world. However, an unfavorable climatic situation in this area often stems from large-scale and rapidly spreading fires. Moreover, this problem does not just affect nature. The study analyzes the evidence about the influence of wildfires on the social, tourist and international situation in the region.

Консультант по английскому языку: Дзгоева Ольга Муратовна

**6. Legalova Anna, Vesnina Alexandra/ Легалова Анна, Веснина Александра**

Faculty of Political Science/ Факультет политологии

**Politics and fashion: their interrelation and mutual influence/ Политика и мода: их  
взаимосвязь и взаимное влияние**

Today, politics permeate all spheres of our lives, and the fashion industry is no exception. However, at the moment, we can observe an unprecedented politicization of fashion. It happens against the background of the heyday of populism, nationalism, feminism and other trends. Models show their socio-political activity through images, thus expressing their own position. The "politicization of fashion" has even become the fifth most popular trend in the world. The integration of any product into the current agenda can be a successful marketing story, of course, if it is done organically: thus, it is possible to increase the election turnout or discredit an opponent. In this work, we analyze such trends as power-dressing, bright slogans and political slogans on the elements of clothing, the play of colors as an expression of protest and other illustrative examples of how politics affects the fashion industry and vice versa.

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

**Секция 3**

**14 ноября 2022, понедельник,**

**14.45-16.15**

**1 Гуманитарный корпус, ауд. 666**

*Ведущие: Шустова Мария, Денисенко Андрей*

**1. Shustova Maria, Denisenko Andrew/ Шустова Мария, Денисенко Андрей**

Faculty of Political Science/ Факультет политологии

**Soft power or hard power: an analysis of modern international politics/ Мягкая сила или  
жесткая сила: анализ современной международной политики**

International relations have always been a complicated issue. Now states need to adapt to a rapidly changing world and its changing values. In this regard, the question arises as to whether it is possible to use methods of diplomacy that were widely used before. Modern political science talks about what is more relevant today: soft or hard power. The terms "hard power" and "soft power" are two important concepts in the field of international relations, in particular, in political relations between states. We are all familiar with the term "power" and define it as the ability to influence or control the behavior and/or actions of another actor. Hard power and soft power are the two types of foreign policy tools that states use in their relations with other countries. However, which one is more effective nowadays? The authors discuss this issue using both Russian and foreign sources.

Консультант по английскому языку: Криштоф Елена Михайловна

## **2. Soldatchenkova Ulyana, Yuu Ilona/ Солдатченкова Ульяна, Юй Илона**

Faculty of Political Science/ Факультет политологии

### **The current attitude of society to the problems of HIV and AIDS and to HIV-infected citizens/ Современное отношение общества к проблемам ВИЧ и СПИДа и к ВИЧ-инфицированным гражданам**

The first cases of human immunodeficiency virus infection in the USSR were recorded in 1985-1987. HIV infection is an international problem, as the number of sick and infected people is continuously growing in many countries around the world. It is this circumstance that urges the authors to look for ways of spreading information about the disease and the possibilities of helping infected people. The patients are mostly young people, people from disadvantaged families, etc, who suffer from HIV infection but they are not the only ones who have the greatest risk. Nowadays educational institutions seem to provide insufficient information about this disease and methods of its treatment, which may be one of the reasons which leads to discrimination against people with this infection. The purpose of this research is to identify ways of disseminating information about the disease and ways of treating it and protecting infected people. In this study, we use interviews, mass media articles, research papers and the results of our own polls.

Консультант по английскому языку: Криштоф Елена Михайловна

## **3. Mokrova Rinata, Panina Yulia/ Мокрова Рината, Панина Юлия**

Faculty of Political Science/ Факультет политологии

### **An analysis of the impact of modern lifestyle on human health/ Анализ влияния современного образа жизни на физическое и психическое здоровье человека**

The pace of our everyday life is gathering momentum in modern times due to the presence of technological advances and the use of social media platforms. Communication outlets and connection sources are changing every aspect of our lives so fast that for some people it may become difficult to adjust. Technology has improved the lives of many individuals. However, it is still not quite clear how technology and communicating via social media and text messaging affect human physical and mental health. If one strikes a balance between online and real-world social relationships, it can be helpful for keeping mental health under control. In this work, we look into ways modern technology and the use of social media affect the physical and psychological health of people and what can be done to correct their influence.

Консультант по английскому языку: Криштоф Елена Михайловна

## **4. Bandakov Stanislav/ Бандаков Станислав**

Faculty of Political Science/ Факультет политологии

### **Mordvins in the Nizhny Novgorod region: a cultural and historical review/ Мордвины в Нижнем Новгороде: культурно-исторический обзор**

According to some research, the majority of the Russian population believe that all Mordvins live in Mordovia. However, the area of settlement of this ethnic group is quite extensive. This study is devoted to the presence of this ethnic group in the Nizhny Novgorod region. The Teryushev



Mordvins or Teryukhans – this is how researchers of folk life began to name a small group of Finno-Ugric indigenous population of the Nizhny Novgorod district at the end of the 19th century. The Nizhny Novgorod province – about 25,000 people – has a compact area of settlement with a center in the Teryushevskaya volost (the modern territory of Dalnekonstantinovsky district of the Nizhny Novgorod region). In the middle of the 19th century I.P. Melnikov (A. Melnikov-Pechersky), drew the attention of researchers to the ethnic group of Teryukhans for the first time in a number of his articles on the Nizhny Novgorod Mordovians. The interest was caused by the fact that, despite the almost complete loss of the language and the perfect merger with the Russians in the field of economic life, the Teryukhans retained their original national costume, ritual culture and self-consciousness of Teryukhans as it was at the end of the 19th century. This ethnic group is the subject of the present research, in which the author dwells in detail on peculiarities and unique qualities of these people.

Консультант по английскому языку: Криштоф Елена Михайловна

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

Faculty of Political Science/ Факультет политологии

#### **The parliamentary crisis of 2022 in Great Britain: a political analysis/ Парламентский кризис 2022 года в Великобритании: политологический анализ**

The recent Parliamentary crisis in Great Britain may become the reason for the resignation of the British government. The case demonstrates the mechanism of resignation of the United Kingdom's government. During 2022, the prime minister of the United Kingdom Boris Johnson was constantly losing support due to his image scandal in Downing Street 10. According to statistics, more than forty per cent of British people thought that Boris Johnson had to leave office in the near future. The low rating of the prime minister negatively affected ratings of the whole Conservative party. The Labour party, in contrast to conservatives, improved its position and got a real opportunity to return to power on the national level. Despite resignation of Boris Johnson, the Conservative party of the United Kingdom cannot restore its rating among the population. Therefore, due to problems with civil support, the Conservative party has a risk of being removed from power in the general election campaign of 2024. Thus, the Parliamentary crisis has a chance to change the ruling party in the United Kingdom.

Консультант по английскому языку: Криштоф Елена Михайловна

#### **6. Bannikova Varvara/ Банникова Варвара**

Faculty of Political Science/ Факультет политологии

#### **The formation of constitutionalism: a comparative study of Russia, Italy and France/ Сравнение становления конституционализма на примерах России, Италии и Франции**

Comparison of constitutionalism in different countries arouses the interest of researchers from all over the world. The reason is that with the help of this comparison a scholar can consider cultural, social and political features of the given countries, trace causal relationships and, using the example of similarity, analyse relationships of countries in the framework of international relations. It also enables researchers to predict, to a degree, the future development of the interrelations between the given countries. This study is based on the materials the author collected for her term papers during her training in Italy. Besides, Russian and foreign constitutional projects were drawn for comparison.

Консультант по английскому языку: Криштоф Елена Михайловна

#### **Секция 4**

**14 ноября 2022, понедельник,**

**13.00-14.30**

**1 Гуманитарный корпус, ауд. 646**

*Ведущие: Кожина Виктория, Комиссаров Артем*

### **1. Bobina Daria/ Бобина Дарья**

Faculty of Political Science/ Факультет политологии

#### **An analysis of women's rights: a case study of Central Asian states/ Анализ прав женщин на примере государств Центральной Азии**

Nowadays human rights are respected in most civilized states. However, there are particular groups of people who suffer from different social hardships such as inequality, domestic violence etc. It is widely known that laws in several Central Asian countries are quite restrictive with respect to women and what they are allowed to do or not. This research focuses on social, political, and economic rights and opportunities available for women as well as legal punishment for breaking rules.

Консультант по английскому языку: Хачатрян Гаяне Самвеловна

### **2. Matieva Rabiya/ Матиева Рабия**

Faculty of Political Science/ Факультет политологии

#### **An analysis of creativity: a case study of Ali Khashagulgov/ Анализ творческой деятельности Хашагульгова Али Татаровича**

This study is dedicated to the creativity of Ali Khashagulgov being an outstanding poet and writer from the Republic of Ingushetia. His creativity is considered to be a unique phenomenon in the world of contemporary art. A poet and a self-taught artist, who came from nowhere, Ali Khashagulgov impresses everyone with the elemental power and natural integrity of his talent. Admittedly, Ali Khashagulgov's contribution to Ingush literature and national culture is invaluable. The research examines genre and style peculiarities that led to the revival and promotion of glorious Ingush traditions.

Консультант по английскому языку: Панькина Юлия Анатольевна

### **3. Kozhina Viktoria, Shubina Ekaterina/ Кожина Виктория, Шубина Екатерина**

Faculty of Political Science/ Факультет политологии

#### **Properties of family values and ideas about family life in North Ossetia/ Особенности семейных ценностей и представлений о семейной жизни в Северной Осетии**

Family values and traditions are the most important cultural aspects of the development of any person, region and even country. There are many regions of Russia with their own rules and norms of cultural heritage. In this regard, the region of the Republic of North Ossetia was considered the best example. It may be surprising that even in modern times the Ossetian families still worship wedding traditions. Through the aspect of common celebrations, human soul is most clearly revealed. The authors set an urgent task – to analyze the whole mental makeup of the Ossetians' personality.

Консультант по английскому языку: Сергиенко Полина Игоревна

### **4. Polyakova Daria/ Полякова Дарья**

Faculty of Political Science/ Факультет политологии

#### **Russian handicrafts as cultural heritage: a case study of Gzhel, Khokhloma and Zhostovo/ Русские промыслы как культурное наследие на примере Гжели, Хохломы, Жостово**

The research analyzes roots and the development of particular Russian folk crafts. Cultural features of various historical communities of the peoples are clearly traced in handicrafts. These features are among the most important factors that distinguish peoples from other national entities. Having appeared in the 17th–19th centuries, such Russian folk crafts as Gzhel, Zhostovo and Khokhloma are still developing further. Sometimes their reminiscences could be found in Russian citizens' daily lives. Despite the centuries-old history, Russian handicrafts have not lost their relevance. They are rightfully recognized as a testament to the diversity of the unique Russian cultural heritage.

Консультант по английскому языку: Панькина Юлия Анатольевна

## **5. Potarova Anastasia/ Потапова Анастасия**

Faculty of Political Science/ Факультет политологии

### **An analysis of creative heritage of F.M. Dostoevsky for the culture of Russia/ Анализ творческого наследия Ф.М. Достоевского для культуры России**

This research examines valuable aspects of Dostoevsky's biography and his masterpieces and reveals the dominating ideas of his literary and journalistic texts. The personality of F.M. Dostoevsky and his literary activity take a special place in the culture of the early 20th century. The character of the writer has aroused a great interest in the 21st century. His works are not only timeless literary masterpieces, but also symbols of the present and a prediction about the future paths of Russia's development. The study reflects on the significance of F.M. Dostoevsky in Russian culture and literature as well as the relevance of his ideas.

Консультант по английскому языку: Панькина Юлия Анатольевна

## **6. Vdovina Anna, Sotnikova Anna / Вдовина Анна, Сотникова Анна**

Faculty of Political Science/ Факультет политологии,

### **National strategy of the Russian Federation: an analysis of measures to counter teenage suicides/ Национальная стратегия Российской Федерации: анализ мер по противодействию подростковым суицидам**

The study is devoted to the issue of teenage suicide and the analysis of measures taken in the Russian Federation to counteract such kind of a problem. The relevance of the topic studied is due to the worldwide increase in the number of teenage suicides. This talk describes specific actions that are taken in Russia at governmental and non-governmental levels in order to prevent teenage suicides. The authors also consider measures taken to counter the problem both at the federal level and at the level of individual subjects. The information given is application-oriented, because it contains an analysis of the effectiveness of various measures, their advantages and disadvantages. Arguments that are provided in support of certain steps or against them depend on how the situation with teenage suicides has changed since their implementation.

Консультант по английскому языку: Сергиенко Полина Игоревна

### **Секция 5**

**14 ноября 2022, понедельник,**

**14.45-16.15**

**1 Гуманитарный корпус, ауд. 646**

*Ведущие: Махмудова Ника, Кононов Владимир*

## **1. Fomicheva Yulia and Makhmudova Nika/ Фомичева Юлия и Махмудова Ника**

Faculty of Political Science/ Факультет политологии

### **The impact of cartoon films on the transformation of values: a political aspect/ Влияние мультфильмов на трансформацию ценностей: политический аспект**

Without doubt, cartoon films play a big role in life of society and people's political views. This study demonstrates how cartoon films influence people's minds and change values of society. The gain goal of cartoon films in addition to entertainment is formation of personality and its morality, world outlook and values. Nevertheless, values of society along with its development change gradually. In addition, different countries have different cartoons which promote different values and the image of countries. This study provides an account of Russian and Western cartoon films to show the promoted attitude and opinions. The authors come to a conclusion that studies of value transformation can facilitate the understanding of society movements.

Консультант по английскому языку: Сергиенко Полина Игоревна

## **2. Sidorin Aleksey/ Сидорин Алексей**

Faculty of Political Science/ Факультет политологии

### **On the issue of the relevance of monarchy in the 21st century: a case study of the UK and Spain/ К вопросу об актуальности монархии в 21 веке на примере Великобритании и Испании**

This study is devoted to the relevance of the monarchy as a political institution in modern Western Europe. The question of the relevance of this form of government, as well as the association of royal power with the repressive events of the past in the eyes of the ethnic minorities of Great Britain and Spain, are of particular interest and importance. The main purpose of the research is to determine the monarchy as either a dividing or, conversely, a unifying factor in the life of Europeans. The awareness of such a question is particularly important for understanding European citizens and their way of thinking in order to develop and implement a proper humanitarian policy.

Консультант по английскому языку: Панькина Юлия Анатольевна

### **3. Kalinina Ekaterina/ Калинина Екатерина**

Faculty of Political Science/ Факультет политологии

#### **A political analysis of the sanctions pressure: a case study of Russia/ Политический анализ санкционного давления на примере России**

The economic policy has attracted increased attention in the modern society as its attacks can weaken a country without a flagrant declaration of war. One of the key problems for Russian economy today is the sanctions pressure, thus, the aim of this study is to look at its impact. The relevance of the research topic is due to the fact that for the last two decades there has been an increase in application of sanctions as more than 800 cases were adapted against the Russian Federation only in 2022 according to RIAC. The present investigation examines the reasons for the introduction of such restrictions and their types. This study draws on the works of domestic and foreign researchers on the sanctions issue and the impact of external economic restrictions on the key performance indicators – Klochkova V.V., Shepeleva I.G. Morosova S.G., Imamova M.M., Vagina V.O and many others.

Консультант по английскому языку: Сергиенко Полина Игоревна

### **4. Markova Vladislava/ Маркова Владислава**

Faculty of Political Science/ Факультет политологии

#### **Digital reality and artificial intelligence as a test for humanity/ Цифровая реальность и искусственный интеллект как испытание для человечества**

Artificial intelligence is increasingly being explored in the modern scientific space and, as a result, disputes about the prospects and risks of its wider application are growing. Humanity is moving into an absolutely different digital world: fluid, transparent, unstable, superfast, hybrid. Everything is destroyed at once: ethical and legal norms, any guidelines on which a person can rely. The analysis has provided a vision of machine's autonomy and self-organization of networks, which is in full swing. The results of the investigation demonstrate that digital reality is becoming a global problem for all mankind: to the point that access to digital technologies is thought of as a sign of selection into society. Due to the abundance of information and the ease of its forgery, distrust of the information that comes almost every hour is born in the mind. Digital reality and the development of AI technologies gives birth to a "new kind" of man: "homo confuses". This species has not yet realized where it is and what to do with all the innovations that are developing at the speed of light. The study aims to show that "homo confuses" has no time to think, and in the twenty first century it is vital for humanity not to destroy itself after playing with highly intelligent machines for a long time.

Консультант по английскому языку: Сергиенко Полина Игоревна

### **5. Tatarinova Katherine/ Татаринова Екатерина**

Faculty of Political Science/ Факультет политологии

#### **Labor migration and its consequences: a comparative analysis of the USA and Mexico/ Трудовая миграция и ее последствия на примере США и Мексики**

Average annual growth rate of labour migration has increased rapidly due to globalization. According to statistical data, more than two-thirds of international migrant workers are concentrated in high-income countries. It is important to note that labour migration affects all spheres of life: political, economic, social for both native population and migrants. This study elaborates on the causes of labour migration, gives specific examples with regard to different countries and discusses the consequences of labour migration from the global and local perspectives.

Консультант по английскому языку: Хачатрян Гаяне Самвеловна

## **6. Isaakyan Yana/ Исаакян Яна**

Faculty of Political Science/ Факультет политологии

### **The social context of alcohol abuse and ways of preventing alcohol consumption: a case study of Australia/ Социальный контекст алкоголизма на примере Австралии**

The research is based on historical facts, statistics on the percentage of alcohol consumption in Australia and preventative strategies to lower alcoholism indicators. Alcohol is the most frequently used drug by residents living in completely isolated, remote and rural regions in Australia. In this study, the aforementioned social problem is discussed and analyzed. The study also examines the impact of alcoholism on the social life, morals, traditions and views of Australians.

Консультант по английскому языку: Хачатрян Гаяне Самвеловна

## **Секция 6**

**15 ноября 2022, вторник,**

**13.00-14.15**

**1 Гуманитарный корпус, ауд. 670, а также в онлайн-формате**

*Ведущая: Мельникова Александра*

## **1. Azimova Shakhnoza/ Азимова Шахноза**

Faculty of Political Science/ Факультет политологии

### **The role of nationalism in political and economic development: a case study of post-Soviet countries/ Роль национализма в политическом и экономическом развитии на примере постсоветских стран**

Nationalism is commonly defined as the idea that a certain nation is better than other nations, and is often expressed in the form of aggression towards other nations. It is also assumed that nationalism can influence foreign and domestic policies and has some economic implications. This study is devoted to the role of nationalism in political and economic development and considers the case of post-Soviet countries. It is organized in two parts, the first describing the role of nation-states in the context of globalization, and the second analyzing the case of post-Soviet countries to provide an insight into the conditions surrounding political and economic nationalism and the actions of state that may contribute to the emergence of popular nationalist sentiment that favors certain economic policies.

Консультант по английскому языку: Яковлева Ирина Олеговна

## **2. Safarov Timur/ Сафаров Тимур**

Faculty of Political Science/ Факультет политологии

### **Origins of separatism in Russia and its political consequences: the case of the Chechen Republic/ Истоки сепаратизма в России и его политические последствия (на примере Чеченской республики)**

The right of nations to self-determination and the territorial integrity of states are among the most contradictory rules of the international law. Russia, being a multinational country, has experienced many difficulties in developing an optimal model of interaction with mono-ethnic republics. If in some regions national movements quickly came to naught, then in such ones as Chechnya the problem became acute and led to bloodshed. The Chechen wars did not only cause a large number

of victims, but also gave rise to countless discussions about the struggle of peoples and nations for independence in the post-Soviet space. This study examines the theoretical foundations of separatism, the prerequisites and consequences of its emergence in Russia, the possibilities of its revival in the medium term, and analyzes practical approaches to solving this problem.

Консультант по английскому языку: Яковлева Ирина Олеговна

### **3. Черноусов Егор/ Chernousov Egor**

Faculty of Political Science/ Факультет политологии

#### **Multicultural legacy and polyethnic coexistence within a state: a comparative analysis of Russia and France/ Мультикультурное наследие и сожительство разнообразных этносов в рамках единого государства: сравнительный анализ России и Франции**

Nation-state is a special form of the statehood, which in some cases united peoples of absolutely different cultural background into a single state. This study is a comparative analysis of two countries, namely Russia and France, which emerged at the crossroads of cultures and ethnicities. It is important to understand the factors that contributed to the creation of the nation-state and its unique characteristics, which accounted for its durability. Resilience of both states has been affected in the 21st century: Russia welcomed a wave of Ukrainian refugees and France sheltered refugees from the Middle East, but did these newcomers have an effect on the pre-existing community and if so – to what extent? While the pillars of understanding the ‘nation’ have mostly remained unaffected, numbers of refugees have influenced some aspects of local people’s general perception. However, short-term outcomes may be different in the long run if the crises progress.

Консультант по английскому языку: Яковлева Ирина Олеговна

### **4. Atamanenko Artemiy/ Атаманенко Артемий**

Faculty of Political Science/ Факультет политологии

#### **Archetypes of fictional Russian characters in Western comics culture: the political aspect/ Архетипы вымышленных русских персонажей в западной комикс-культуре: политический аспект**

Modern western comics have their roots deep in history. This, especially in superhero plots, inspired authors to include characters who would reflect the perception of key political actors and roles of certain countries in them. One of the most typical scenarios of such reception may be defined as the “Russian track”, which gave us many images that are still part of active political and cultural discourse. Therefore, this study identifies and describes five key archetypes used to facilitate Russia- (or USSR-) originating characters. Among them are “Scientist” – Red Dynamo, Mikhail Ursus (Marvel Comics); “Mafia member” – Rhino (Marvel Comics), Little Nina (Dynamite Publishing); “Special service agent” – KGBeast (DC Comics), Chameleon (Marvel Comics); “Political fugitive” – Valentina Vostok (DC Comics), Black Widow (Marvel Comics); and “Loyal citizen” – Red Guardian (Marvel Comics), Officer Smirnoff (Dargo). Using this approach allows for inquiring into the nature of how major stereotypes are spread among general public and what image of Russia they present. Moreover, it shows the key concepts and cognitive constructs that can be used in political communication in terms of Russia-oriented discourse.

Консультант по английскому языку: Яковлева Ирина Яковлева

### **5. Pechorin Danil/ Печёрин Данил**

Faculty of Political Science/ Факультет политологии

#### **Information wars and psychological operations: the problem of concept correlation/ Информационные войны и психологические операции: проблема соотношения понятий**

The study primarily focuses on the differentiation between the main concepts existing in the domain of information security. It lays out some distinct features of traditional wars and compares them with information warfare. The presentation also provides a classification of the main features related to information wars, which have a tremendous psychological effect on population. There

is a need to consider a reliable psychological system to curb negative consequences of information wars. The aim of the study is to identify a correlation between information attacks and corresponding psychological steps to minimize them.

Консультант по английскому языку: Перцев Евгений Михайлович

## **6. Shkabatura Aleksandr/ Шкабатура Александр**

Faculty of Political Science/ Факультет политологии

### **Features of European journalism: a case study of the Czech Republic/ Особенности европейской журналистики на примере Чешской республики**

The research examines some distinctive features of news agenda set in the information space of the European Union in general and in the Czech Republic in particular. The main principle by which articles are written is not the quality but the quantity of material. The study gives an analysis of two articles which can be seen as an accurate illustration of such methods. To begin with, there is an analysis of the ways aimed at limiting the spread of information that is undesirable to the government based on Czech officials' statements and laws. There seem to be no competitive or alternative points of view in the Czech media environment. The research reveals the goals the journalist seeks and particular techniques used to influence readers' opinions.

Консультант по английскому языку: Перцев Евгений Михайлович

## **Секция 7**

**17 ноября 2022, четверг,**

**09.00-10.30**

**1 Гуманитарный корпус, ауд. 666**

*Ведущие: Бабынина Анна, Бикчурин Тимур*

## **1. Elkhadzhieva Alina/ Эльхаджиева Алина**

Faculty of Political Science/ Факультет политологии

### **The influence of politics on fashion in the 21st century/ Влияние политики на моду в 21 веке**

Fashion can be viewed as experimentation to express oneself and to learn how confident one can feel having found the perfect combination of clothing. However, there is also a different perspective that suggests the link between fashion and politics. We can currently witness an increasing emphasis on the profound political dimensions of fashion as an embodied practice. The question is how far this relation can go, how designers use fashion for politics today and whether such artistic moves can be a successful platform to make important political statements. This study explores the politicization of fashion using empirical data and a set of research methods. It analyzes journalistic articles and research papers to describe and classify the current trends and to establish the role of the fashion industry in politics.

Консультант по английскому языку: Яковлева Ирина Олеговна

## **2. Khutieva Amina/ Хутиева Амина**

Faculty of Political Science/ Факультет политологии

### **Women's rights in Afghanistan in the context of the 2021 events/ Права женщин в Афганистане в контексте событий 2021 года**

20 years after the fall of its regime, the fundamentalist political movement has once again come to power in Afghanistan, which may reverse the changes made by the pro-American government in the socioeconomic sphere. In this light, the issue of human rights in Afghanistan and the inability to monitor it by international organizations is becoming especially acute. Of particular concern is the situation of Afghan women, which, judging by some sources, might be deteriorating. The author of this presentation, using scientific articles by both domestic and foreign researchers as an empirical basis, aims to establish whether the alleged infringement of women's rights in Afghanistan is systematic and whether it is solely the result of the regime change in the country.

Консультант по английскому языку: Яковлева Ирина Олеговна

### **3. Bazanov Anton/ Базанов Антон**

Faculty of Political Science/ Факультет политологии

#### **The relevance and tendencies of Irish unification/ Актуальность и тенденции объединения Ирландии**

The possible unification of Ireland is one of the oldest questions of Irish politics, which has been in the foreground since Ireland gained its independence from Britain. Among its reasons are social differentiation, activities of catholic military organizations and the Brexit issue. This research identifies the causes of this situation reviewing the background to the Belfast Agreement and analyzing the current state of affairs. It can be concluded that the Irish tendency to unite is a multifaceted, complex phenomenon that includes historical, political, economic and social dimensions.

Консультант по английскому языку: Яковлева Ирина Олеговна

### **4. Elena Evdokimova/ Елена Евдокимова**

Faculty of Political Science/ Факультет политологии

#### **European countries' refugee policy from 2015 to the present: the roots and consequences/ Политика европейских стран в отношении беженцев с 2015 до настоящего времени: истоки и последствия**

Faced with the largest since World War 2 refugee crisis due to the dramatic events in the Middle East, the European Union countries had to accept the unprecedented calls. In 2015, the Syrian Civil War, the Iraq War and War in Afghanistan were the main reasons that made about 1.3 million people request the asylum. Countries such as France, Germany, Italy and Sweden granted almost two-thirds of the applicants the protection status. This required the development of the updated strategy towards refugees. In 2020, the European Commission came up with a proposal of the new comprehensive approach to migration and asylum policy. However, since February 2022, the situation has taken the different turn, which necessitated the new round of regulation. The stream of refugees from Ukraine brings an array of issues to the hosting countries. Poland, Germany and the Czech Republic are the EU countries that accept the biggest numbers of refugees, and they have to find a way to provide them with adequate assistance and support. This presentation is an analysis of the current European policy towards refugees starting from 2015 until present.

Консультант по английскому языку: Яковлева Ирина Олеговна

### **5. Абдымомунов Нурислам/ Abdymomunov Nurislam**

Faculty of Political Science/ Факультет политологии

#### **The emergence of consumer society in Russia and its influence on the country's political life/ Возникновение общества потребления в России и его влияние на политическую жизнь страны**

The collapse of the USSR and the implementation of market reforms led to the emergence of a consumer society in Russia. The consumer society has a great influence on various aspects of human activity – economy, culture, education, etc. In this project, I analyze the influence of consumer society on political life in Russia. The purpose of my research is to reveal the degree of this influence and to establish the difference between the influence of consumer society on political life in Russia and the countries of Western Europe (the United Kingdom).

Консультант по английскому языку: Яковлева Ирина Олеговна

### **6. Grigoryan Kristina/ Григорян Кристина**

Faculty of Political Science/ Факультет политологии

#### **The issue of migration to Europe: a case study of France/ Проблема миграции в Европу на примере Франции**



For more than half of the last century huge parts of the population from the poor and underdeveloped colonies of the former French Empire were moving en masse to France, the metropolitan country, in search of a better life. Since migrants might represent a somewhat disadvantaged part of the population, domestic conflicts sometimes arise between local residents and newcomers, further aggravated by religious differences and special features of mentality. This research is aimed at studying the state policy of European countries towards migrants using the example of France, since this issue is particularly acute in this country.

Консультант по английскому языку: Криштоф Елена Михайловна

### **Секция 8**

**17 ноября 2022, четверг,**

**09.00-10.30**

**1 Гуманитарный корпус, ауд. 646**

*Ведущие: Кузнецов Андрей*

#### **1. Danilina Daria/ Данилина Дарья**

Faculty of Political Science/Факультет политологии

**Astrological predictions as a form of political influence: a sociological analysis/ Астрологические предсказания как форма политического воздействия: анализ социологических данных**

Astrology when it is used as a tool for decision-making or to predict the future is frequently quite popular among people all around the world. More and more people seem to consider astrology as a valuable source of information. This research is aimed at analyzing the impact of astrological predictions on the politicians' behaviour and a number of political situations. The author analyses the sources people in Russia use to learn about the future both for personal and global reasons. The study also contains a survey conducted among people of different age groups and social status.

Консультант по английскому языку: Хачатрян Гаяне Самвеловна

#### **2. Gilyazov Alexander/ Гилязов Александр**

Faculty of Political Science/ Факультет политологии

**An analysis of correlations between the Russian constitution and international treaties: the legal aspect/ Анализ правового соотношения конституции РФ и международных договоров**

The place of constitutional law in the law system is ensured by its main source – the constitution of the state. However, it should be noted that in recent decades, the idea of the supremacy of international law over national law-making is increasingly penetrating the constitutional rule-making of democratic legal states. There are completely different approaches to understanding the relationship between national and international law in a large number of countries. After considering the existing constitutions of foreign countries, we can see that there are three different approaches to solving this problem. This research aims to analyze the legal system of the Russian Federation and correlations between the Russian constitution and international treaties.

Консультант по английскому языку: Хачатрян Гаяне Самвеловна

#### **3. Dobrunov Daniil/ Добрунов Даниил**

Faculty of Political Science/ Факультет политологии

**The revival of the Afghan economy: the current state of the issue/ Восстановление экономики Афганистана: анализ современной ситуации**

The re-establishment of the fundamentalist political regime in Afghanistan in August 2021 led to a number of socio-economic problems in Afghan society such as an alleged increase in drug addiction and deterioration of living standards. The country is struggling with economic and humanitarian crises. The situation has become even more complicated by international aid cutoffs. The economy of Afghanistan is likely to recover and come out of the shadows only by means of

serious external investments. The purpose of this work is to analyze the current situation and find possible solutions.

Консультант по английскому языку: Хачатрян Гаяне Самвеловна

#### **4. Tagunova Anna/ Тагунова Анна**

Faculty of Political Science/ Факультет политологии

##### **An analysis of threats to national security of a country and security measures: a case study of Russia/ Анализ угроз национальной безопасности страны и мер безопасности на примере Российской Федерации**

Nowadays the issue of threats to the national security of the Russian Federation is thought to be getting increasingly alarming. The author analyzes the types of security threats, reasons why they have appeared and their roots, possible security measures to be taken to diminish security hazards and avoid them in the future. The research aims to examine these issues and suggest some possible solutions to the problem.

Консультант по английскому языку: Хачатрян Гаяне Самвеловна

#### **5. Nefedova Aleksandra/ Нефедова Александра**

Faculty of Political Science/ Факультет политологии

##### **An analysis of the impact of sanctions: a case study of Russia/ Влияние санкций на жизнь граждан на примере России**

The research deals with determining the positive and negative consequences of imposing sanctions on a country. A country under sanctions faces various challenges in almost every sphere of life due to pausing investments, closing shops, having no access to applications, and restricting banking activity and medical supplies, which are considered vital to every citizen. Thus, the country experiences a renewed sustainability and has to devise new methods of living without reliance on other countries. This study aims to demonstrate and analyze new opportunities for Russia in various areas of its economic, political and social activities.

Консультант по английскому языку: Хачатрян Гаяне Самвеловна

### **Секция 9**

**17 ноября 2022, четверг,**

**10.45-12.15**

**1 Гуманитарный корпус, ауд. 666**

*Ведущие: Сухарева Арина, Карнашин Матвей*

#### **1. Marusyak Xenia/ Марусяк Ксения**

Faculty of Philology/ Филологический факультет

##### **Samuel Marshak and Lewis Carroll: the concept of illusion in Russian and English cultural spaces/ Самуил Маршак и Льюис Кэрролл: концепт иллюзии в русском и английском культурных пространствах**

The study aims to analyse the concept of illusion in Marshak's and Carroll's key texts. The phenomenon of childlike reality allows us to talk about the audience of readers – not just age-related, but also mentality-related. The author provides an account of polysemous word “illusion”: illusion as a cultural concept (not a term), an aesthetic experience and an artistic riddle. The results of the investigation show that the concept of illusion can be called a means of intercultural communication – the assertion is based on the analysis of Carroll's *The Lobster Quadrille* and Marshak's translation; translation, in turn, is interpreted as an illusion itself. A conclusion is made on the communicative function of the concept. Thus, the concept of illusion establishes cross-cultural links.

#### **2. Demianenko Alina/ Демьяненко Алина**

Faculty of Political Science/ Факультет политологии

### **Features of virtualisation of public policy space in modern Russia/ Особенности виртуализации пространства публичной политики в современной России**

With the development of various communication technologies, mass media pressure on the person has become constant. Mass media serve as a major actor in the design of virtual symbolic and semantic spaces, and affects the formation of value orientations systems of the general population. The process of mediatisation has simplified access to political information. In this regard, what we are witnessing now is the process of substituting real political events, phenomena and processes with fakes from the space of public policy in order to determine the features and structure of modern mass consciousness, regulated through the use of media information and communication technologies.

Консультант по английскому языку: Криштоф Елена Михайловна

### **3. Egorov Aleksandr/ Егоров Александр**

Faculty of Political Science/ Факультет политологии

#### **Divided peoples as a major humanitarian concern of our time/ Разделенные народы как крупнейшая гуманитарная проблема современности**

In the modern world, due to the deepening of globalization, the problem of the development of interethnic relations is becoming more and more urgent. The process of interethnic differentiation often poses a threat to peaceful coexistence of states and ethnic groups. Differentiation can develop from the desire for self-isolation and the formation of the ideology of nationalism up to religious fanaticism and extremism, which leads to the emergence of global problems such as terrorism or the threat of world war. This talk highlights the major reasons for unrest and possible ways for conflict resolution.

Консультант по английскому языку: Сергиенко Полина Игоревна

### **4. Karnashin Matvei/ Карнашин Матвей**

Faculty of Political Science/ Факультет политологии

#### **The Uighur issue in modern China: on the history of the conflict and actions taken/ Уйгурский вопрос в современном Китае: об истории конфликта и предпринимаемых действиях**

The Uighurs conflict started in the 1950s, when new Chinese communist government began repressions in relation to non-han residents of China. For example, all national languages of national minorities were forbidden. In addition, Chinese authorities started attacks on the national regional autonomy. All these repressions were a part of the cultural revolution, which was conducted by Chinese government and which concerned the Uighurs most of all. The talk considers the most important stages of the conflict. It describes how the Chinese state was trying to resolve the conflict and analyzes what Chinese and other people from all over the world think about these events. Some recent information about the situation today is also presented.

Консультант по английскому языку: Елена Михайловна Криштоф

### **5. Shnera Nikita, Batishchev Arseniy/ Шнера Никита, Батищев Арсений**

Faculty of Political Science/ Факультет политологии

#### **Political socialization in Russia: its origins and features/ Истоки и характерные особенности политической социализации в России**

Political socialization is a phenomenon that has its own specific features in Russia. For many years, politics has been one of the main topics of conversation, at the same time, it has not been studied sufficiently how people get and develop their political views and on what basis they are formed. The study aims to reveal historical and cultural contexts affecting political socialization. The authors draw a conclusion that studying the principles of how modern political discourse works proves to be highly important for understanding the vector of political development.

Консультант по английскому языку: Сергиенко Полина Игоревна

## **6. Sukhareva Arina/ Сухарева Арина**

Faculty of Political Science/ Факультет политологии

### **Sports as a means to transcend political ideologies and diversities: an analysis of challenges and prospects/ Спорт как способ преодоления политических идеологий и различий: анализ проблем и перспектив**

Sports are about the hard work, perseverance and winning. Although according to the Olympic Charter, any discrimination against athletes including political or other opinion, national or social origin is unacceptable and the Olympic Games are competitions between athletes in individual or team events and not between countries, politics gets into sport, breaking its main principles. This talk reveals the current impact of politics on High Performance Sports as well as the position of Russian athletes in the international arena. The study is aimed to analyse the future prospects of principle “Sports is out of politics” and ways to solve the problem nowadays.

Консультант по английскому языку: Сергиенко Полина Игоревна

### **Секция 10**

**17 ноября 2022, четверг,**

**13.00-14.30**

**1 Гуманитарный корпус, ауд. 666**

*Ведущие: Гавриш Дарья, Карасева Элина*

## **1. Bondar Polina, Aleshina Ekaterina/ Бондарь Полина, Алёшина Екатерина**

Faculty of Political Science/ Факультет политологии

### **The phenomenon of digital authoritarianism: a case study of Singapore/ Феномен цифрового авторитаризма на примере Сингапура**

In recent years, it has become popular to say that the real power belongs to those in possession of the information. Every year, in many countries, we can witness an increasingly stronger government control over citizens' access to information on the Internet. If earlier the development of the Internet and digital technologies was perceived as an opportunity to strengthen democracy and civic participation, today, according to some studies, the opposite process can be observed. The development of digital technologies can also give rise to a phenomenon of digital authoritarianism sometimes defined as being based on manipulation of information through the introduction of elements of artificial intelligence. One of the most striking examples of digital authoritarianism can be seen in Singapore. Singapore's breakthrough away from the third world countries to the group of the most developed countries in the world, accomplished in a very short period of time, cannot but cause admiration. Digital technologies played an important part in this breakthrough. In this talk, we consider how modern technologies affect a political regime using the example of Singapore.

Консультант по английскому языку: Криштоф Елена Михайловна

## **2. Sofya Sergienko, Dolgushina Lyubov/ Софья Сергиенко, Долгушина Любовь**

Faculty of Political Science/ Факультет политологии

### **The impact of Brexit on the UK's culture/ Влияние Брексита на культуру Великобритании**

Brexit has been one of the most discussed topics for the past few years. Not only has it influenced economic and social spheres, but also affected cultural relationships between art producers and art consumers. For instance, most of the museums, art galleries, theaters, art spaces used to be funded by the “Creative Europe” programme, which was cancelled due to the current situation. Beside the financial aspect, one more complication came to the fore: art creators lost their privilege of being “visa-free tourists”. This problem was not included in the post-Brexit UK-EU trade deal thus strengthening fears within art industry about their future. According to the researchers from the Cambridge Econometrics, Brexit would make a crucial impact on the quantity of workplaces and “27,000 creative jobs could be lost in London”. The study is aimed to analyze consequences of

Brexit that have negative influence on the cultural sphere of the country; and look into the issue of whether new post-Brexit politics is going to resolve the above side effects. The research reveals the current post-Brexit situation in the British art society, as well as related financial and social aspects.

Консультант по английскому языку: Криштоф Елена Михайловна

### **3. Karpenko Maria, Ivanova Elizaveta/ Карпенко Мария, Иванова Елизавета**

Faculty of Political Science/ Факультет политологии

#### **The possibility of Scotland's secession from the United Kingdom: a modern discourse/ Возможность отделения Шотландии от Соединенного Королевства: современный дискурс**

The research is aimed at explaining reasons behind Scotland's current strive for independence. The main purpose of the study is to define the possibility of Scotland's separation from the United Kingdom. Drawing on scientific literature and research results, the authors use various methods to analyse current developments, which have an impact on the possibility of Scottish independence. It has been found that in recent years that the number of public protests has increased; and voting shows higher numbers of supporters of Scottish secession, especially in the light of Brexit. It can be concluded that the outcome of the 2016 Brexit referendum renewed Scottish sentiments for independence.

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

### **4. Mikhalev Fedor / Михалев Федор**

Faculty of Political Science/ Факультет политологии

#### **The social credit system in China: expectation and reality/ Система социального рейтинга в КНР: ожидание и реальность**

In 2014, the Chinese government reached a new level of control over its citizens by launching the Social Credit Score System, which is based on tracking people's behavior using Big Data. Within the framework of this assessment system, the rating of residents of China – a country whose population reaches almost 1.4 billion people – is determined. The goal of the social credit system is to make it easier for people and businesses to make fully informed business decisions. The automated system determines the position of citizens by tracking their social behavior: how and what they spend money on, whether they pay bills regularly, and even how they interact with other people. The system is publicly available to everyone, and a public assessment means "the level of trust of the authorities" to a particular citizen. The research has shown, that despite a quite recent launch of the system, the Chinese government promises to make it nationwide.

Консультант по английскому языку: Сергиенко Полина Игоревна

### **5. Nekhlopochina Olesya, Morozova Daria/ Нехлопочина Олеся, Морозова Дарья**

Faculty of Political Science/ Факультет политологии

#### **Threats to women's rights in present-day Iran/ Угрозы правам женщин в современном Иране**

Wearing a headscarf and closed clothing became mandatory for Iranian women after the Islamic Revolution. Just a few weeks after Khomeini came to power, on March 8, 1979, more than 100,000 women took to the streets of Tehran, protesting against a series of bans that limited their rights. In response, the government lifted some restrictions, promising that wearing the hijab would not be mandatory, and the protests died down. However, a few years later, a law was passed on corporal punishment for women who appeared in public in an inappropriate form. Other bans had also returned, covering a wide range of areas, from education and careers to family life and leisure. Today in Iran, there are mass protests that have acquired the character of political ones. Our talk is analyzes the historical background of women's political protests in Iran. In addition, we present several possible scenarios for the future actions of the women's movement in Iran.

Консультант по английскому языку: Криштоф Елена Михайловна

**6. Gavrish Daria, Karaseva Elina/ Гавриш Дарья, Карасева Элина**

Faculty of Political Science/ Факультет политологии

**Sociocultural communication of Russian diasporas/ Социокультурная коммуникация русскоязычных диаспор**

This research is devoted to the sociolinguistic aspect of the issue of preserving Russian with expatriates and their staying interconnected. The significance of the Russian diaspora in the world is weighed implementing statistical data. The idea of preservation of national identity and its dissemination abroad is in the focus. The language policy of Russia is considered in terms of supporting Russian diasporas, particularly in case of development of “soft power institutions”. The authors of the study accentuate the link between the well-being of Russian diasporas overseas and the cultural identification of their habitants in connection with other Russian representatives abroad. The key purpose of the research is to understand how Russian diasporas in foreign countries communicate, help and support their members and each other.

Консультант по английскому языку: Сергиенко Полина Игоревна

**Секция 11**

**17 ноября 2022, четверг,**

**13.00-14.30**

**1 Гуманитарный корпус, ауд. 646**

*Ведущие: Степанченко Данил*

**1. Aitbay Amira/ Айтбай Амира**

Faculty of Political Science/ Факультет политологии

**An analysis of Russian political culture's influence on the electoral behavior of citizens/ Анализ влияния русской политической культуры на электоральное поведение россиян**

Electoral culture is an integral part of the political culture of society. It is a relatively new political science category and has not been studied enough yet. This research deals with two main issues. They are (1) the uniqueness of the Russian electoral behavior, focused on the figure of a politician as a national leader, and (2) the increased personification of power as a constant of the native Russian political culture. The author analyzes the behavior of modern Russian voters who are focused on the personality of a candidate or a party leader rather than on objective information about the programs of parties and candidates. That is why the choice of a candidate is primarily determined by the focus on their personality, then (descending) – on the party they represent, and finally – on the possible effectiveness of this party in case of its victory. Of particular importance is that some voters might take into account the opinion of their relatives while making a choice.

Консультант по английскому языку: Панькина Юлия Анатольевна

**2. Gao Yan/ Гао Янь**

Faculty of Philology/ Филологический Факультет

**Ethical choice of characters in the novel *The Kukotsky Enigma* of Lyudmila Ulitskaya/ Этический выбор персонажей в романе «Казус Кукоцкого» Людмилы Улицкой**

The novel *The Kukotsky Enigma* is a remarkable work of modern Russian writer Lyudmila Ulitskaya, for which she was awarded the Russian Booker Prize. This epic family novel focuses on the lives of several generations of the Kukotsky medical family through poetic language, presenting the habits, beliefs and fates of characters from multiple groups and regions of Soviet society. The author reflects deeply on interdisciplinary themes covering medicine, genetics, family, love, ethics, and race. Taking “enigma” as the entry point, characters constantly make ethical choices after enigmas and conflicts. Ulitskaya reconstructs the spatio-temporal structure of dream world after the heroine Yelena's illness with a brain text narrative, forming a heterogeneous

space between life and death. This novel adopts a carnivalesque approach, and a series of narrative descriptions that occur in heterogeneous space are the answers and continuations of the spiritual life that the real protagonists have been searching for.

Консультант по английскому языку: Жукова Александра Андреевна

### **3. Gluhovtsev Grigory/ Глуховцев Григорий**

Faculty of Political Science/Факультет политологии

#### **The influence of climatic conditions on the socio-economic state in Russia/ Влияние климатических условий на социально-экономическую ситуацию в России**

There are many theories that explain different social and economic events nowadays. However, most of them require deeper analyses to have extensive knowledge from various scientific fields. For example, some scientists claim that politicians and political specialists should consider the geographic and climate factors of a country. Historically, different countries have been developing differently due to their unique geographic and climate factors. This study is aimed at analyzing certain interconnections between the Russian climate and Russian social and economic events.

Консультант по английскому языку: Хачатрян Гаяне Самвеловна

### **4. Xing Wei/ Син Вэй**

Faculty of Philology/ Филологический факультет

#### **L.S. Petrushevskaya's prose in Chinese literary studies/ Проза Л. Петрушевской в китайском литературоведении**

This study presents a review of articles written by Chinese literary scholars, who have shown interest in many aspects of L. Petrushevskaya's works. Whether they could make L. Petrushevskaya, a woman writer who has not yet been well-known to Chinese readers, known to all, determines the value of their works. In their articles about Petrushevskaya's work, Chinese authors highlighted different aspects of her prose: from poetics, the element of spoken language, the specificity of artistic time and space, to the problems associated with the theme of a woman's survival in unbearably tough conditions of a traumatic life. In the struggle with the hard life, heroines in Petrushevskaya's works lose their best characteristics, and their feelings towards their close ones are distorted. They are unable to be loving wives and tender mothers. The study also pays special attention to the papers in which Chinese researchers make a comparison between the works of A.P. Chekhov and L.S. Petrushevskaya. They see the overlap of social problems and characters described in their works. Chinese scholars are especially interested in the similarities and differences in the portrayal of Russian intellectuals in the two writers' works.

Консультант по английскому языку: Яценко Ирина Иосифовна

### **5. Tekeev Vadma/ Текеев Бадма**

Faculty of Political Science/ Факультет политологии

#### **Protecting cultural heritage of the Kalmyks: peculiarities and tendencies/ Сохранение калмыцкого культурного наследия: особенности и тенденции**

This research touches upon the practical aspect of protecting the Kalmyks' cultural heritage. The deportation of the Kalmyks to Siberia resulted in catastrophic consequences including significant cultural damage. This study reveals the importance of the work on preservation and popularization of Kalmyk culture among young people. Based on fundamental research into this topic, certain patterns and trends are considered. The present study also assesses how effectively the regional government conducts practical activities and how far the Kalmyks have advanced in learning their culture and language. Furthermore, national identity could also encourage people to grasp their culture, traditions and language. The material provided demonstrates to what extent the Kalmyks wish to preserve their accumulated cultural heritage in order to pass it on to their descendants.

Консультант по английскому языку: Панькина Юлия Анатольевна

**17 ноября 2022, четверг,  
14.45-16.15**  
**1 Гуманитарный корпус, ауд. 666**  
*Ведущие: Роговец Роман*

**1. Resnitskiy Peter/ Ресницкий Петр**

Faculty of Political Science/ Факультет политологии

**The policy of cancelling Russian language culture in the Baltic States: causes and possible solutions/ Политика отмены культуры русского языка в странах Балтии: причины и возможные пути решения**

It is by no means a secret that there are many Russian-speaking people living in the Baltic states, who actively use their native language to communicate with other people, in schools, when participating in business processes, etc. However, at the moment, there is a tendency of rejecting the Russian language use in the Baltic states at the state level, which strongly affects those who cannot speak the official languages of the states, namely Lithuanian, Latvian and Estonian. The study aims to show and analyze reasons for such actions and develop some possible solutions for this issue.

Консультант по английскому языку: Сергиенко Полина Игоревна

**2. Sadjaya Luka/ Саджая Лука**

Faculty of Political Science/ Факультет политологии

**The role of myths for the Caucasian peoples of Russia/ Роль мифов для кавказских народов России**

Russia is a large multinational state. For this reason, the topic of intercultural interactions will always be relevant in this country. For more successful communication between peoples, one should be interested in each other's cultures - religion, history, ethics etc. It should be noted here that myths as part of traditional culture that shape the worldview of entire nations also play a very important role. In this study, the author presents and analyzes the main myths of the most numerous Christian Caucasian people of Russia – the Georgian people.

Консультант по английскому языку: Криштоф Елена Михайловна

**3. Rogovets Roman, Kornienko Alexandra/ Роговец Роман, Корниенко Александра**

Faculty of Political Science/ Факультет политологии

**Data privacy as one of the key problems of Russia's largest companies / Приватность данных как одна из ключевых проблем крупнейших компаний России**

In 2022, cases of leaks of users' personal data became more frequent in Russia. This affects both private companies and government agencies. There are now databases in the public domain that allow you to find out where a person lives, what kind of food they order home and how much money they spend on it. There is no doubt that this information is skillfully used by criminals to deceive, blackmail, etc. This study aims to show and analyze the reasons for this pressing issue and the ways to deal with it in the era of “digital state”.

Консультант по английскому языку: Сергиенко Полина Игоревна

**4. Ulyana Svitko/ Свитко Ульяна**

Faculty of Political Science/ Факультет политологии

**Economic and cultural consequences of the natural calamity at the UNESCO World Heritage Site on the Easter Island/ Экономические и культурные последствия природного бедствия, уничтожившего объекты Всемирного наследия ЮНЕСКО на острове Пасхи**

Easter Island belongs to Chile, although it lies in the Pacific Ocean 3,500 km from the Chilean coast and 2,000 km from the nearest inhabited island. Europeans stumbled upon this island only at the beginning of the 18th century. The area of the island is 164 sq. km, and now a little less than



eight thousand people live on it. Its economy is based on tourism and tourist activities reopened just three months ago following its closure during the Covid-19 pandemic. The site has now been closed again after the fire while a conservation team examines the extent of the damage caused by it. Local authorities say that for some of the statues, the consequences look irreparable. This research examines the ways of improving the state of the unique site as well as the economic situation of the island.

Консультант по английскому языку: Криштоф Елена Михайловна

**5. Tukhvatullin Ruslan, Khovrina Margarita/ Тухватуллин Руслан, Ховрина Маргарита**  
Faculty of Political Science/ Факультет политологии

**Modern view on the world-system theory of Immanuel Wallerstein/ Современный взгляд на мир-системную теорию Иммануила Валлерстайна**

This study considers Wallerstein's world-system analysis which is commonly defined as a narrative of historical development from the sixteenth century to the present. This analysis includes such aspects as coherence, structures, member groups, boundaries, rules of legitimation etc. According to Wallerstein's world-system, the world's areas and nations can be divided into groups or units which are designated core, peripheral, and semi-peripheral with all parts being interdependent and interacting with each other. Moreover, any change in this system will exert influence on the system as a whole. The world-system is dynamic and constantly evolving. All this was reflected in the concept that has been criticized but still remains relevant nowadays. In our research, we intend to explain the events taking place in the modern world proceeding from and on the basis of Wallerstein's analysis.

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

**Секция 13**

**17 ноября 2022, четверг,**

**14.45-16.15**

**1 Гуманитарный корпус, ауд. 646**

*Ведущие: Степанченко Данил*

**1. Autelli Jean-Michel/ Жан-Мишель Отелли**

Faculty of Political Science/ Факультет политологии

**The 2022 energy crisis: an analysis of tactic and strategic consequences/ Энергетический кризис 2022: анализ тактических и стратегических последствий**

The year of 2022 is a great complex of challenges in social, cultural, political and other areas. The aftermath for national and global economies can be already defined today. Both political and economic events in Europe and elsewhere have undermined the stability of energy systems in dozens of countries. Oil price ceiling as a result of EU and US sanctions against Russian economy as well as other factors have caused serious damage to national economies of many European countries. Ecological consequences can be seen as devastating: short-term irrationality may lead to long-term catastrophe for future generations. Both tactic and strategic impact for the wealth of the entire nations is now in the spotlight of researchers from business, state and academic institutions. This study considers the issue and provides multilateral comprehensive analysis of reasons, current problems and possible ways of their solution.

Консультант по английскому языку: Перцев Евгений Михайлович

**2. Stepanchenko Danil/ Степанченко Данил**

Faculty of Political Science/ Факультет политологии

**An analysis of Russia's policy on resolving the conflict between Serbia and Kosovo/ Анализ политики России по разрешению конфликта между Сербией и Косово**

Despite the process of globalization and political integration that has been developing in the 21st century, ethnic conflicts are still present in the modern world. One of them is the confrontation between Serbia and Kosovo, which has attracted international attention since the 1990s. The question of reconciling the parties remains an important point in the diplomacy of Russia as it is considered to be Serbia's main international partner. This study examines the history of international relations between the two states, touches upon the origins of the Kosovo conflict, analyzes the Russian position on the conflict resolution and considers the actions that have already been taken by the Russian government.

Консультант по английскому языку: Хачатрян Гаяне Самвеловна

### **3. Zaitsev Nicolay/ Зайцев Николай**

Faculty of Political Science/ Факультет политологии

#### **The theme of revolution in the works of P.A. Sorokin: a historical analysis/ Тема революции в творчестве П.А. Сорокина: исторический анализ**

This study deals with P. Sorokin's ideas of social revolution. In his works "Sociology of Revolution" and "Social Mobility" Sorokin sets out to prove that revolutions do not improve but rather worsen economic and social position of working people. In particular, the present study focuses on analyzing alternative ways of improving the life of working people developed by P. Sorokin. The main idea that he tries to promote is closely connected with peaceful ways of solving problems no matter how difficult they might be. An example of this is the growing importance of a few contemporary conflicts that have been successfully resolved peacefully by introducing economic and social reforms without resorting to violence.

Консультант по английскому языку: Перцев Евгений Михайлович

### **4. Kizyakovskii Georgiy/ Кизяковский Георгий**

Faculty of Political Science/Факультет политологии

#### **Agent-based modeling (ABM) in the social sciences/ Агентно-ориентированное моделирование в социальных науках**

This study describes the current state of agent-based modeling in a new direction of simulation modeling, which is of principal importance as a research tool for complex social systems. The main areas of application of agent-based models are highlighted and investigated. In recent years, this type of simulation modeling has become particularly popular in the analysis of international relations. The study also considers the main directions of modern application of agent-based modeling of international relations, including the analysis of ethnic conflicts and the formation of international coalitions.

Консультант по английскому языку: Хачатрян Гаяне Самвеловна

### **5. Kotova Tatiana/ Котова Татьяна**

Faculty of Political Science/ Факультет политологии

#### **The concept of freedom in *Reading Lolita in Tehran*/ Концепт «свободы» на примере книги «Читая «Лолиту» в Тегеране»**

When people are going through a difficult time in history, literature can help. The protagonist of the novel *Reading Lolita in Tehran*, Azar Nafisi, a brave teacher in the Islamic Republic of Iran, secretly gathers seven of her female students each Thursday morning to read illegal Western literature. The girls take the risk of taking off their veils and immerse themselves in the books by Jane Austen, F. Scott Fitzgerald, Vladimir Nabokov and others. The present study traces the historical background to the situation described in the book. Further, it analyzes its structure and identifies the political and social implications in relation to the concept of freedom and its understanding in Iranian society.

Консультант по английскому языку: Хачатрян Гаяне Самвеловна

**19 ноября 2022, суббота,  
Социологический факультет  
09.00 – 17.20**

**1. Сибирякова Юлия, Нестерова Елизавета / Siviryakova Yulia, Nesterova Elizaveta**

Faculty of Sociology/ Социологический факультет

**Digital platforms in higher education: pros and cons/ Использование цифровых платформ в высшем образовании: за и против**

The process of digitalization of education is one of the megatrends of modernity associated with the development of information society and the modernization of all social institutions. Digital platforms are software environments in which hardware is integrated with application solutions that increase the efficiency of all spheres of society. In the field of education, the process of platformization is determined by the penetration of digital paid and closed platforms and related digital products into the process of teaching and managing educational processes. The study considers the features of using various digital platforms in education. The positive influence of platforms on the development of students' abilities, as well as on the educational process as a whole, is shown. Special attention is paid to some significant problems and risks of using digital platforms in the learning process, primarily related to a decrease in motivation for learning and interpersonal communication skills, impaired cognitive functions, healthy lifestyle, etc.

Консультант по английскому языку: Казимова Галина Александровна

**2. Лисов Иван / Ivan Lisov**

Faculty of Sociology/ Социологический факультет

**On the project of restoration of Novo-Devichi convent (Moscow, Russia)/ О проекте реставрации Новодевичьего монастыря**

The study is devoted to the project of restoration of Novodevichy convent in Moscow started in 2017. Founded almost 500 years ago, Novodevichy convent is one of the most famous monuments of Russian architecture. The architectural ensemble of the monastery, which includes 36 churches, chambers, towers and other monuments, is a cultural heritage site of federal significance. In 2004, it was included in the list of the world cultural heritage of UNESCO. The main goal of the started first total restoration is to return the convent to its historical appearance, as well as to change the old engineering communications. The complex restoration is provided under the thorough supervision of different experts. All this makes this restoration a unique project aimed at the preservation of the cultural heritage of Russia.

Консультант по английскому языку: Казимова Галина Александровна

**3. Кадакоева Эльмира/ Elmira Kadakoeva**

Faculty of Sociology/ Социологический факультет

**Sergey Diaghilev: the man who opened the Russian Art to the West/ Сергей Дягилев – человек, открывший Западу Русское искусство**

The study is devoted to the outstanding art entrepreneur who made the Russian art known in the West. The so-called Russian Seasons organized by him in Europe introduced Russian paintings, music, ballet to the Western public and made them very fashionable. S. Diaghilev managed to change some traditional ideas about, first of all, ballet which became extremely popular due to his efforts. Sergey Diaghilev had a special talent to promote contemporary artists, writers and so on. The Diaghilev's Russian Ballet Seasons lasted for 20 seasons (1908-1929), which was a fantastic record. Sergey Diaghilev is a great person in the history of art. Thanks to him, in the 20<sup>th</sup> century the world learned about the greatness of the Russian culture.

Консультант по английскому языку: Казимова Галина Александровна

**3. Демина Анастасия/ Anastassia Dyomina**

Faculty of Sociology/ Социологический факультет

**Resurrection New Jerusalem monastery (Moscow region): on the reasons for its creation/  
Воскресенский Ново-Иерусалимский монастырь: о причинах его создания**

The study is devoted to the analysis of the reasons for the construction of the New Jerusalem monastery near Moscow. The New Jerusalem near Moscow occupies a special place in the history of Christianity as a one-of-a-kind project to recreate the Holy Land on a vast territory. The author highlights the economic, ideological and personalistic reasons for the creation of the monastery. The author assigns a special role in the appearance of such a sacred place to Patriarch Nikon. It was thanks to Nikon that it became possible to realize the project of recreating the Holy Land on a huge territory near Moscow.

Консультант по английскому языку: Казимова Галина Александровна

**4. Янченко Анастасия, Нерадовская Инна / Anastassia Yanchenko, Inna Neradovskaya**  
Faculty of Sociology/ Социологический факультет

**Thomas Hobbs and Rene Descartes on artificial intelligence/ Томас Гоббс и Рене Декарт  
об искусственном интеллекте**

The study presents an imaginable dialogue between Thomas Hobbs and Rene Descartes about artificial intelligence. According to the authors, the philosophers come to a conclusion that, in general, artificial intelligence (AI) will develop at a rapid pace. According to the philosophers, a human being have two ways for a machine to pass this test, namely, to give feelings to a robot or to imitate morality. Robots may also be in want to give up feelings and to choose the path of rational thinking without feelings. Thus, the future with robots, in the philosophers' view, looks rather ambivalent.

Консультант по английскому языку: Казимова Галина Александровна

**5. Виноградова Елизавета, Калмыкова Анна/ Elizaveta Vinogradova, Anna Kalmykova**  
Faculty of Sociology/ Социологический факультет

**On different approaches to personnel management/ О различных подходах к системе  
управления персоналом**

The study highlights different actual approaches to personnel management which main goal is obtaining, using and maintaining a satisfied workforce. It is declared by researchers that personnel department should provide assistance, give necessary advice, counselling, act as a mediator and a spokesperson. Nowadays researchers single out the four main functions of personnel management which include manpower planning, recruitment, selection, training and development.

Консультант по английскому языку: Казимова Галина Александровна

**6. Белозерова Кира, Ережепова Фаина/ Kira Belozerova, Faina Erezhepova**  
Faculty of Sociology/ Социологический факультет

**Collaboration as a form of social interaction: The Case of Reddit R/place / Сотрудничество  
как форма социального взаимодействия: Кейс Reddit R/place**

The study is devoted to such a form of social interaction as collaboration via web platforms. Digital communication creates new opportunities for self-organization of social communities. Many web platforms rely on user collaboration to generate high-quality content: Q&A communities, etc. The study considers the case of Reddit R/place which has become one of the world leading web platforms due to this factor. Therefore, understanding the push factors for collaboration is important. The research focuses on identifying motives for user cooperation.

Консультант по английскому языку: Казимова Галина Александровна

**7. Siserova Irina, Shlyaeva Alexandra / Сисерова Ирина, Шляева Александра**

Faculty of Sociology/ Социологический факультет

**The influence of stereotypes and prejudices on the process of intercultural communication/  
Влияние стереотипов и предрассудков на процесс межкультурной коммуникации**

Communication between representatives of different cultures, whether within a single state or those from different states can lead to some problems, and even sometimes to conflict. It can be explained by existing stereotypes that have become a problem in modern society. It puts labels about how a person should act or live according to their race, personality, and other facts. In each case this manifests itself in some form of alienation, rejection or even fear of members of other cultures. These reactions are directly linked to stereotypes and prejudices that often determine the nature of international interactions. In this study, we analyze some stereotypes and prejudices, and highlight the idea that these phenomena can be harmful for intercultural communication.

Консультант по английскому языку: Поцыбина Елена Павловна

#### **8. Dogonova Anna and Kozlovtseva Ekaterina/ Догонова Анна и Козловцева Екатерина**

Faculty of Sociology/ Социологический факультет

##### **Media as a socio-political institution: the influence of mass media on social behavior/ СМИ как социально-политического институт: влияние СМИ на социальное поведение**

The media are very powerful in every society. The role of the news media in forming public opinion is undoubtedly important. The media represent all organizations, such as television, radio, and newspapers that provide news and information for the public. The media are indeed very influential, they can change the way people think and behave. Besides, the modern media are often closely involved into the political processes. They cover major political events, party disputes during election campaigns, and the results of elections as well. In this study, we analyze the role of mass media in political life, and provide some sociological data to support the main statements of our research.

Консультант по английскому языку: Поцыбина Елена Павловна

#### **9. Andreeva Varvara and Churekov Ilya/ Андреева Варвара и Чуреков Илья**

Faculty of Sociology/ Социологический факультет

##### **Sociocultural degradation: a sociological analysis/ Социокультурная деградация: социологический анализ**

In this study, such aspect of the transformation of spiritual values as socio-cultural degradation is considered. The phenomenon is deconstructed on the grounds of levels of socio-cultural degradation, its penetration into the social life, the mechanisms by which it occurs, and the relationship between the phenomena of social reality and changes in the values of the society. Furthermore, features of this phenomenon are considered: degradation occurs at the level of the decrease of the person's objective status, his place in the system of social communications, and at the level of his spirit, culture, the loss of moral foundations and norms acquired during primary socialization. In addition, the ways to overcome the problem and its practical use in modern realities are identified.

Консультант по английскому языку: Захарова Дарья Сергеевна

#### **10. Nikita Karapetian and Ilya Dudarev/ Карапетян Никита и Дударев Илья**

Faculty of Sociology/ Социологический факультет

##### **Integrating sport activity into urban planning: sociocultural features/ Социокультурные аспекты интеграции спорта в урбанистику**

The active urbanization of the territories around the world has also affected Moscow. The tendency to humanize cities is increasingly gaining popularity both among the professionals and the citizens. The humanization of the city includes a wide range of aspects, one of which is the sports sector, or rather the possibility of high-quality integration of sports activity into the daily life of people. This study considers the sports infrastructure of the city using the example of Moscow, in particular by analyzing the importance of daily physical activity for maintaining public health. The cultural and historical center "Luzhniki" is considered as a symbol of the country's sports achievements and as a local center currently popularizing sports activity among citizens.

Консультант по английскому языку: Захарова Дарья Сергеевна

**11. Muchamadieva Anastasia, Ivanova Anastasia/ Мухамадиева Анастасия, Иванова Анастасия**

Faculty of Sociology/ Социологический факультет

**A sociological analysis of food culture in modern Russia/ Социологический анализ культуры питания в современной России**

The purpose of this presentation is to analyze the food culture of modern Russia, in particular, the most genuine concern influencing the healthy nutrition of the country's population. This study draws attention to the positive and negative factors that affect the state of modern food culture in Russia. This topic is especially relevant due to the fact that the processes of westernization in food culture are investigated. The topic discussed in this research is of social interest, because the impact of globalization on the food industry in Russia and on an individual is considered.

Консультант по английскому языку: Захарова Дарья Сергеевна

**12. Tarasova Yana, Divina Olga/ Тарасова Яна, Дивина Ольга**

Faculty of Sociology/ Социологический факультет

**Transformation of business culture in Russia: an analysis of current trends/ Анализ современных особенностей трансформации деловой культуры в России**

Nowadays modern employees face few factors that directly affect business culture. These factors include processes of globalization, digitalization, democratization of business etc. Business culture seriously affects the working team and the relationship between employees. Therefore, it is necessary to see exactly how it is being transformed in Russia and what economic and social consequences this may lead to. A tendency to change authoritarian business cultures to more democratic ones can be witnessed. This trend is observed in organizations around the world. Due to the national culture and other important differences, in each individual country specific features prevail. Therefore, it is necessary to take a close look at the transformation of business culture in Russia and trace the possible reasons that shaped its features in contrast to Europe and Asia.

Консультант по английскому языку: Захарова Дарья Сергеевна

**13. Andreeva Daria and Apreutesei Elizaveta/ Андреева Дарья и Апреутесей Елизавета**

Faculty of Sociology/ Социологический факультет

**The formation of adolescent socialization: a sociocultural analysis/ Социокультурный анализ формирования подростковой социализации**

This study considers such a socio-psychological phenomenon as socialization in adolescence. This is an important topic for research due to the fact that adolescence is a crucial period in social development. The period after 10 years is characterized by a large increase in the amount of changes in a human's life, both physical and psychological. These phenomena affect the social adaptation of a teenager in society. The presentation also provides an overview of the main types of relationships that affect the socialization of a teenager.

Консультант по английскому языку: Захарова Дарья Сергеевна

**14. Maxim Kurakin and Milena Artemenko/ Максим Куракин и Милена Артеменко**

Faculty of Sociology/ Социологический факультет

**Baroque style and its role in shaping Russian cultural and historical heritage/ Стиль барокко и его роль в формировании российского культурного и исторического наследия**

This study considers and traces the development of the Baroque style, which flourished in Europe in the 17<sup>th</sup> century, and a century earlier in Italy. In Russia, the development of Baroque art, which reflected the growth and entrenchment of the noble absolute monarchy, occurred in the first half of the 18<sup>th</sup> century. The phenomenon itself and the manifestation of the aesthetic forms of Baroque in the culture of modern Russia is based on complex historical and social processes in society. In addition, Russian Baroque, like other foreign cultural trends that penetrated the country, acquired

new, uncharacteristic features of European Baroque, giving birth to purely domestic styles such as Stroganov, Golitsyn and Naryshkin Baroque.

Консультант по английскому языку: Захарова Дарья Сергеевна

**15. Otryvanov Daniil, Salnikova Anastasia/ Отрыванов Даниил, Сальникова Анастасия**  
Faculty of Sociology/ Социологический факультет

**Some essential environmental problems in Russia: a new scientific approach/ Основные экологические проблемы в России: новый научный подход**

The main environmental problems are generated by various types of pollution. In recent years, the world has become aware of air, water and soil pollution. In this study, we show that pollution problems have arisen in all industrialized areas. We provide some evident facts to demonstrate that pollution is contamination of the environment as a result of human activities. We identify some environmental problems in highly industrialized regions of Kemerovo and Tomsk. These problems are caused by direct water pollution from waste and run off and excessive level of industrial pollutants. Atmospheric pollution is also serious in the area. In this research, we come to conclusion that urgent actions should be taken to improve environment in this region, experts should focus on pollution black spots and highlight industrial units with particularly high pollution levels and emissions.

Консультант по английскому языку: Поцыбина Елена Павловна

**16. Davydkina Elizaveta/Давыдкина Елизавета**

Faculty of Sociology/ Социологический факультет

**Deforestation and its impact on people's life/ Вырубка лесов и её последствия для жизни людей**

The aim of this work is to show the main aspects of deforestation. Nowadays, forests play an important role in people's life because they are indispensable sources of wood, oxygen and energy. They help to produce medicines, furniture, paper, etc. Deforestation negatively affects people's living conditions, their health and quality of life. There are many commercial reasons why people cut down forests all over the world. Therefore, this study tries to develop some solutions to this problem. In this regard, the authors examine the significance of forests as one of the most vital sources and potential consequences of deforestation for humankind.

Консультант по английскому языку: Захарова Дарья Сергеевна

**17. Stikina Ekaterina / Стикина Екатерина**

Faculty of Sociology / Социологический факультет

**A sociological analysis of business culture in Britain/ Социологический анализ бизнес-культуры Великобритании**

Nowadays, some problems arise when companies participate in international cooperation or expand their activities and influence. These problems can be associated with differences in business cultures in different countries. The effectiveness of cooperation between companies from different countries depends precisely on how the principles adopted in organisations coincide or differ. The United Kingdom is a specific country in terms of corporate culture, especially negotiations, personal communication and decision-making. In this research, these aspects of British business culture are highlighted.

Консультант по английскому языку: Россошенко Жаннетта Викторовна

**18. Vinogradova Irina, Eskerhanova Amina/ Виноградова Ирина, Эскерханова Амина**

Faculty of Sociology/ Социологический факультет

**The primary school system in Africa: a sociological analysis/ Система начального школьного образования в Африке: социологический анализ**

The purpose of this study is to show the role of education in the process of socialization. The first step in the process belongs to primary education as it provides the basis for personal development

and underlies the entire educational system. The availability of primary education in African countries largely depends on where children live, the level of family income and the sex of the child. Our research is devoted to methods and opportunities used to increase the accessibility of primary education in Africa.

Консультант по английскому языку: Поцыбина Елена Павловна

**19. Petychova Tatyana and Petchenko Ekaterina/ Петухова Татьяна и Петченко Екатерина**

Faculty of Sociology/ Социологический факультет

**Social stereotypes and their role in intercultural communication: a sociological study/ Социальные стереотипы и их роль в межкультурной коммуникации: социологический анализ**

This study deals with the problem of stereotypes and their influence on intercultural communication. At the beginning of our research, we describe two main stereotypes: behavior stereotypes and perception stereotypes. We also investigate some main trends and sources that lead to shaping them. In the course of our research, we analyze different approaches to stereotypes and their role in intercultural communication. Finally, we conclude that one can be effective in intercultural communication if he/she is aware of different stereotypes and knows how to deal with them properly.

Консультант по английскому языку: Поцыбина Елена Павловна

**20. Omarova Patimat and Serdiuk Anastasia / Омарова Патимат и Сердюк Анастасия**

Faculty of Sociology/ Социологический факультет

**Tourism potential of Dagestan: a socio-economic analysis/ Туристический потенциал Дагестана: социально-экономический анализ**

The features of Dagestan mentality have been studied, a number of customs and traditions of the peoples of Dagestan have been analyzed, including such public institutions as hospitality, kunachestvo (friendship), twinning, atalychestvo (education) and others. The tourism potential of Dagestan and the features of its economic institution have also been studied. An analysis of the origins of traditional Dagestan culture allows you to understand and accept the features of modern Dagestan mentality, its specificity and originality. Tourism potential of Dagestan is significantly underestimated because of insufficient development of tourism infrastructure. The state project "Development of a tourist and recreational complex and folk art crafts in the Republic of Dagestan" is devoted to the solution of this problem.

Консультант по английскому языку: Павлова Елена Касимовна

**21. Snegurova Marianna and Khakimova Rina/ Снегурова Марианна и Хакимова Рина**

Faculty of Sociology, 2nd year students/ Социологический факультет

**Baikal as a socio-cultural dominant of Eastern Siberia/ Байкал как социокультурная доминанта Восточной Сибири**

The study is devoted to the natural and socio-cultural features of the Baikal region. Baikal is the deepest and the oldest lake in the world, containing a fifth of all fresh drinking water on our planet - more than the five Great Lakes of North America combined. Its water is extremely clear and rich in oxygen. Olkhon, the largest island on Lake Baikal, concentrates all the diversity of natural landscapes. The indigenous people of the island are ethnic Buryats. Rock Shamanka, a sacred place of traditional religion of the Buryats, attracts many tourists. Our analysis proves that unique combination of natural resources and cultural heritage makes Baikal the socio-cultural dominant of Eastern Siberia.

Консультант по английскому языку: Павлова Елена Касимовна

**22. Galeeva Alina/ Галеева Алина**

Faculty of Sociology/ Социологический факультет



### **A sociological analysis of Russian heritage preservation in Russia/ Социологический анализ сохранения наследия в России**

UNESCO is UN educational, scientific and cultural organization. Its main task is to preserve the world's cultural heritage. In this work, I refer to the latest data provided by this organization. According to the data presented by the UNESCO World Heritage Committee in 2022, there are 30 World Heritage Sites in Russia. As the subject matter of my research, I have chosen some of these sites that are essential both for Russia and the world's cultural heritage. In this study, I analyze some ways that can help to protect and safeguard these places of importance.

Консультант по английскому языку: Поцыбина Елена Павловна

### **23. Savvinova Karina/ Саввинова Карина**

Faculty of Sociology/ Социологический факультет

#### **Financial culture of students in the sociological representation (based on research materials)/ Финансовая культура студенческой молодежи в социологическом представлении (на материалах исследования)**

Financial culture is presented as a complex socio-economic phenomenon originating from the parental model, manifesting itself in the knowledge, competence and value-orientation levels. The factors specifying the development of youth consciousness and youth financial culture, in general, and its financial level, in particular, are emphasized. The importance of its formation and development in the context of social well-being and successful current and future stages of socialization is highlighted. The results of the study show a fairly high degree of pragmatism of the consciousness of modern youth; the desire to learn more about the modern monetary system and apply this knowledge in practice. Students are distinguished by an expressed desire to have their own housing, a stable income and a focus on reasonable, not spontaneous, expenses. The main conclusion of the research is that relations in the material and monetary sphere require specific and relevant knowledge and skills, and the majority of respondents, recognizing the importance of this, are ready and willing to expand and develop them.

Консультант по английскому языку: Россошенко Жаннетта Викторовна

### **24. Alisa Kulakova, Ksenia Luchkina/ Кулакова Алиса, Лучкина Ксения**

Faculty of Sociology/ Социологический факультет

#### **On the Russian government policy for the film industry as a way of educating young people/ О политике российского государства в сфере производства и проката национальных фильмов для детей и юношества**

The study highlights the new policy of the government of the Russian Federation aimed at providing full state funding for the production of domestic feature films for children and adolescents. According to the implemented law, the Government of the Russian Federation, with the assistance of the ANO "Internet Development Institute", will have to ensure the regular organization of production in new formats of popular digital content and multimedia products within the framework of patriotic, spiritual and moral education of children. For these purposes, starting from 2023, 3.9 billion rubles will be allocated annually. In addition, students will be organized to visit cinemas together to watch films, popular science projects and animated films dedicated to traditional Russian spiritual and moral values. The measures should be financed from the budgets of the budgetary system of the Russian Federation. These and other orders were included in the list of instructions compiled following the meeting of the Council for the Implementation of State Policy in the field of Family and Child Protection, held on June 27, 2022.

Консультант по английскому языку: Казимова Галина Александровна

### **25. Arina Rybochkina, Reshetnikova Victoria/ Рыбочкина Арина, Решетникова Виктория**

Faculty of Sociology/ Социологический факультет

**Virtual reality games on the history of Russia as a project of creating Russian Internet Contents/ Виртуальные игры по истории России как проект Института Развития Интернета (ИРИ)**

The study is dedicated to a new project of the ANO “Internet Development Institute” aimed at creating the Russian Internet content. Virtual reality games project developed by the Institute will immerse players in the alternative reality of the 20th century Russia. Watt Studio that participated in the project has already received 100 million rubles on creating a virtual reality game. The plot of the game will present the real history, for example, the events of the First World War, the revolution of 1917, and so on, but the setting will allow the player to look at them from a different angle. Now the studio is finishing the development of a prototype of the project, the release is scheduled for the end of 2024.

Консультант по английскому языку: Казимова Галина Александровна

**26. Anna Lysakova, Karina Mustaeva/ Лысакова Анна, Мустаева Карина**

Faculty of Sociology/ Социологический факультет

**Life strategies of youth in conditions of professional choice/ Жизненные стратегии молодежи в ситуации выбора профессии**

The research is devoted to a very topical problem of youth life strategies in conditions of professional choice. The authors review some concepts of foreign and domestic sociologists studying this problem. The research presents the results of the study conducted by its authors in order to define the attitude of today’s young people to education and to the choice of their future professions.

Консультант по английскому языку: Казимова Галина Александровна

**27. Aksenova Mariia and Laikova Tatiana/ Аксенова Мария и Лайкова Татьяна**

Faculty of Sociology/ Социологический факультет

**Venezuela and its social problems: famine as a consequence of the economic crisis/ Социальные проблемы Венесуэлы: голод как следствие экономического кризиса**

The subject of this study is famine in Venezuela as a serious social and economic problem. This situation was generated by the conflict between the executive branch of government headed by the president and the legislative branch, which is controlled by the opposition. The US has negatively influenced Venezuela’s economy through imposing sanctions on the country’s oil industry and some other economic sectors. As the result of the US intervention Venezuela faces famine and shortage of products. In this research, we analyze how Venezuela’s government is finding a way out of the country’s complex crisis.

Консультант по английскому языку: Поцыбина Елена Павловна

**28. Buchelnikova Alexandra, Pekarina Veronika/ Бучельникова Александра, Пекарин Вероника**

Faculty of Sociology/ Социологический факультет

**Mass media as an influential force: a sociological analysis/ СМИ как средство воздействия: социологический анализ**

The mass media are often referred to as the fourth branch of power. The media are very influential in society. Representing major sources of information such as television, radio, the Internet the media can easily affect the public opinion and behavior. In this research, we highlight the idea that in the 21<sup>st</sup> century manipulation of public opinion through the mass media has become a reality. We support this idea by referring to some social facts that illustrate how the mass media can influence public behavior through fake news and other types of disinformation. We also demonstrate that all these tools can secretly affect human behavior. In conclusion, we emphasize the fact that everyone should be careful in choosing different sources of information and actively use critical thinking while dealing with the mass media.

Консультант по английскому языку: Поцыбина Елена Павловна

**29. Evgeniya Vyatkina, Diana Takhautdinova/ Вяткина Евгения, Тахаутдинова Диана**  
Faculty of Sociology/ Социологический факультет

**On the preservation of the Russian cultural sites/ О сохранении объектов культурного наследия России**

The study is devoted to the current problems of preserving the historical and cultural appearance of the Golden Ring of Russia using the examples of the Resurrection Cathedral, the Church of the Nativity of the Virgin, the Church of the Icon "Quench My Sorrows", the Church of the Intercession of the Blessed Virgin Mary, etc. The issues of preserving the historical and cultural environment within the framework of the regulatory aspect are investigated. The importance of public participation in preserving cultural heritage sites of the cities of the Golden Ring of Russia is determined. The results of the conducted sociological research are aimed at identifying and evaluating public opinion regarding the preservation and prospects for the transformation of the historical and cultural environment of the Golden Ring of Russia.

Консультанты по английскому языку: Россошенко Жаннетта Викторовна, Казимова Галина Александровна

**30. Ditchenko Kristina, Malakhova Natalia/ Диченко Кристина, Малахова Наталья**

Faculty of Sociology/ Социологический факультет

**The power of music in improving the nation's health and wellbeing/ Музыка и ее влияние на улучшение здоровья и благополучие нации**

The purpose of this study is to identify the relationship between music and people's health. This research is devoted to the study of famous musical groups and the influence of their music on the psyche and general state of the listener. The topic of the study is of considerable scientific interest, since music affects the body: it causes changes in pulse, respiration, increased secretion of endocrine glands. In addition, music has a psychological impact, entails a change in morality and has social consequences. Within the framework of this topic, close attention is paid to the impact of music on the emotional state of both individuals and various communities.

Консультант по английскому языку: Россошенко Жаннетта Викторовна

**31. Arifulina Dinara / Ариффулина Динара**

Faculty of Sociology/ Социологический факультет

**Social consequences of sleep deprivation/ Социальные последствия депривации сна**

In an attempt to keep course with the rapid pace of modern society, people reduce the biological need for sufficient and quality sleep, which leads to negative social consequences. Sleep deprivation affects all aspects of an individual's life, undermining not only the physiological foundations of health, but also social interaction in the group and society in general. One aspect of the negative impact of sleep deprivation is the disruption of networks within members of the group, as well as the undermining of their social roles. The research contains an independent study conducted among three age groups, which revealed that the correlation between sleep deprivation and social interaction was most pronounced for respondents between the ages of 16 and 25.

Консультант по английскому языку: Россошенко Жаннетта Викторовна

**32. Belousova Vitalika, Igruneva Lolita/ Белоусова Виталика, Игрунева Лолита**

Faculty of Sociology/ Социологический факультет

**Large families in Russia: the dynamics of their number and the specifics of social problems/ Многодетные семьи в России: динамика их численности и специфика социальных проблем**

The study examines the specifics of large families in Russia: the dynamics and a number of their social problems. The relevance of the chosen topic is due to the fact that against the background of an actively developing global demographic crisis, large families play an important role in the state's development. From the point of view of population reproduction, only the transition to a

mass abundance of children can help to overcome the current negative trends of depopulation. A large family is no longer just a unit of society, but a pillar of the state in its further development, the only condition guaranteeing the survival of any nation.

Консультант по английскому языку: Захарова Дарья Сергеевна

### **33. Gurin Ivan, Safina Linara/ Гурин Иван, Сафина Линара**

Faculty of Sociology/ Социологический факультет

#### **Relations between generations in Russia of the 21<sup>st</sup> century/ Отношения между поколениями в России XXI века**

This study is devoted to the specifics of relationships between the younger and the older generations in Russia. The authors consider changes in these relationships in comparison with the last century and some inter-generational problems. Factors that affect inter-generational relationships are also examined. The relevance of the chosen topic is due to the fact that in modern Russian society a transformation of relations between generations from traditionally respectful to dismissive and rejecting can be observed. The topic under consideration is of a certain scientific interest since it affects such concepts as family, generation, socialization, and high rates of industrial development.

Консультант по английскому языку: Захарова Дарья Сергеевна

### **34. Voronkova Yana, Zorina Irina/ Воронкова Яна, Зорина Ирина**

Faculty of Sociology/ Социологический факультет

#### **A sociocultural analysis of the socialization process in the 21<sup>st</sup> century/ Социокультурный анализ процесса социализации в XXI веке**

This study is devoted to the process of socialization in the 21st century. The study examines the concept of socialization, its types and stages. Socialization can be defined as a process of acquiring inherited social norms, values, and behaviors from other individuals. Consequently, various factors that influence the process of socialization need to be considered. The role of socialization in the process of personality formation is also analyzed. Special attention is paid to the peculiarities of socialization imposed by the modern world.

Консультант по английскому языку: Захарова Дарья Сергеевна

### **35. Sokolova Sofia, Polishuk Polina/ Соколова София, Полищук Полина**

Faculty of Sociology/ Социологический факультет

#### **Artificial intelligence in gaming industry: a sociological analysis/ Искусственный интеллект в игровой индустрии: социологический анализ**

This research is devoted to the process of changing video games and the role of artificial intelligence in video games. This is done by analyzing video game companies, such kinds of games and the way players reacted to the changes that appeared through the improvement and development of artificial intelligence. The relevance of the chosen topic can be explained by the fact that video games are an integral part of the life of almost 40% of the world's population (according to the analytical firm DFC Intelligence, by mid-2020). Since video games can be identified as one of the most powerful engines of the development of AI, the example of large game companies was chosen as an illustration of these transformations.

Консультант по английскому языку: Захарова Дарья Сергеевна

### **36. Sleptsova Ekaterina, Startseva Irina/ Слепцова Екатерина, Старцева Ирина**

Faculty of Sociology/ Социологический факультет

#### **A review of empirical studies aimed at confirming the priority of heredity in human mental development/ Обзор эмпирических исследований, направленных на подтверждение приоритета наследственности в психическом развитии человека**

The purpose of this research is to confirm the priority of heredity in human mental development. This study is devoted to the socially acceptable and deviant behavior of an individual. Much

attention is paid to modern theories and attempts of scientists to explain human behavior in terms of biological character in the constitutional and psychogenetic area of research. The relevance of this topic is due to the fact that at the present stage of development of psychological and pedagogical research, there is an acute practical need to substantiate the role of heredity in the formation of personality.

Консультант по английскому языку: Захарова Дарья Сергеевна

### **37. Sokolov Mikhail/ Соколов Михаил**

Faculty of Sociology/ Социологический факультет

#### **The influence of the media on the development of volunteering as a phenomenon in the Russian Federation/ Влияние СМИ на формирование волонтерства как феномена в РФ**

The study is devoted to the analysis of media influence on the development of volunteering and altruistic attitudes among the citizens of the Russian Federation. The relevance of the chosen topic is unquestionable, because volunteering as a phenomenon plays an important role in the life of the country, being the engine of the development of society. The topic considered within this study is of significant scientific interest, due to the fact that it helps to understand how the media influence the formation, development and functioning of socio-psychological attitudes of citizens to volunteering.

Консультант по английскому языку: Захарова Дарья Сергеевна

### **38. Bautunova Margarita and Migda Daria/ Баутинова Маргарита и Мигда Дарья**

Faculty of Sociology/ Социологический факультет

#### **The Internet and essential social problems: social and psychological consequences of aggressive online behavior/ Интернет и важные социальные проблемы: социальные и психологические последствия агрессивного поведения онлайн**

Nowadays the Internet has become very popular; its resources are widely used, but due to the lack of rules for regulating behavior on various media platforms there have appeared a number of problems. One of the most serious is inability to control people's behavior in social nets, which in turn leads to negative social and psychological consequences. Nowadays we witness such a negative phenomenon as online bullying (often referred to as cyberbullying). This is a form of bullying that is carried out through the use of electronic media devices, such as computers, laptops, smartphones, etc. Communication on the network becomes more aggressive, we can come across some curse words, direct insults, and sometimes even threats. All these negatively affect mental and moral state of users. In our research, we analyze the problem of online bullying and suggest some ideas how to do away with socially destructive, aggressive behavior in the media space.

Консультант по английскому языку: Поцыбина Елена Павловна

### **39. Egor Mikhailenko/ Михайленко Егор**

Faculty of Sociology/ Социологический факультет

#### **On linguistic and socio-cultural difficulties in translating A.S. Pushkin's works into English/ О лингвистических и социо-культурных трудностях при переводе произведений А.С. Пушкина на английский язык**

The study is devoted to the issue of translating masterpieces by A.S. Pushkin from Russian into English. The study provides a brief retrospective of the English language translations of A.S. Pushkin's poetic works singling out their main flaws. Besides the translations of "Eugene Onegin", including the one by V. Nabokov (1964), the study dwells on the attempt by Mary Hobson with her "The Tale of Tsar Saltan" (2018). The author emphasizes that the main difficulties are connected with transmitting the elements of the figurative code, the so-called cultural DNA, into a foreign language.

Консультант по английскому языку: Казимова Галина Александровна

### **40. Daniil Guguev/ Гугуев Даниил**

Faculty of Sociology/ Социологический факультет

**The role of digital technologies in transformation of urban life/ Роль цифровых технологий в трансформации городской повседневной жизни**

Everyday practices as a specific form of institutionalized behavior are being transformed due to the penetration of digital technologies into urban life. Due to the Internet of Things, Artificial Intelligence technologies, urban everyday life is formed not only by the social interactions of citizens, but also by the functioning of a complex digital infrastructure. All this changes the space-time parameters of everyday life, the ratio of public and private spheres. The features and social consequences of transformational processes in modern cities must be studied.

Консультант по английскому языку: Казимова Галина Александровна

**41. Varanov Nikolai/ Баранов Николай**

Faculty of Sociology/ Социологический факультет

**Precariat in socio-class structure in contemporary Russia: a brief analysis/ Прекариат в социально-классовой структуре современной России: краткий анализ**

Today, a new social group called the precariat is entering the arena of the class structure of modern society. This name is derived from the word precarium (unreliable) and symbolizes the alienation of this group from the results of labor, inherited from its predecessor, the proletariat, but also from a society within which new forms of employment of labor are integrated. Quality of life of the precariat directly depends on the regular exploitation of its knowledge, skills and abilities, without which the members of this social group would not have the means of subsistence. There are several approaches to defining the precariat in modern Russian society.

Консультант по английскому языку: Рассошенко Жаннетта Викторовна

**42. Садекова Ульяна/ Uliana Sadekova**

Faculty of Sociology/ Социологический факультет

**Modern Russian youth interest in their country's cultural heritage: on the Russian government policy in this sphere/ О политике российского государства в сфере стимулирования интереса российской молодежи к культурному наследию своей страны**

The study presents the results of the study conducted in order to specify the interest of modern youth in the cultural heritage of Russia. For a thorough research, a corresponding questionnaire was developed and more than 100 people were interviewed on it. Also, some features of modern Russian culture were analysed, namely, Russia's entry into the world cultural and information space; predominance of commercial character; decline in interest in literature and theatre; popularization of foreign culture and absence of state ideology. According to the results of the study, the following aspects were revealed: the tools that are most influential in the formation of the attitude of Russian youth to the cultural heritage of their country; the age of people who are least aware of the importance of cultural education; aspects constituting the cultural heritage of Russia. The analysis of the results showed that not all respondents really understand what the cultural heritage of our country is, many of them narrow the definition to one element of culture or even name just specific objects. The family and educational institutions influence the attitude of young people to culture most of all. These facts indicate that it is necessary to raise the level of cultural education by means of family, schools and universities. Furthermore, it was concluded that people who grew up in the 1990s are the least aware of the significance of Russian culture. During the study, the reasons for this fact were revealed. Additionally, the Pushkin card program was analysed. It was introduced in the autumn of 2021. Its goal is to raise a generation of enlightened listeners and viewers, to form the habit of useful leisure. Over the period of the program (12 months), more than 160 thousand tickets were purchased by the Pushkin Card. And it is a great example of cultural popularization in our country.

Консультант по английскому языку: Казимова Галина Александровна

**43. Perfishina Alena and Koshelev Vadim/ Перфишина Алена и Кошелев Вадим**

Faculty of Sociology/ Социологический факультет

**The migration crisis: its causes and consequences/ Миграционный кризис: причины и последствия**

This decade was marked for Europe by a significant increase in the flow of migrants and refugees from the Middle East and Africa. This migration crisis, or as it is also called, the European migration crisis, has already been recognized by the European Commission as the largest since the Second World War. It has become a real test for the European Union, as it is one of the most acute problems on a long-term basis. Our study aims to reveal the causes of the migration crisis. We also try to predict possible consequences that can be brought about by this crisis.

Консультант по английскому языку: Поцыбина Елена Павловна