

Venue

Северо-Западный институт печати, пер. Джамбула,
дом 13,

М. Звенигородская



ВТОРНИК 14 АПРЕЛЯ

**Аудитория 127
11:30 – 15:30**

ЧЕТВЕРГ 16 АПРЕЛЯ

**Аудитория 127
10:00 – 17:00**

PROGRAMME

SAINT PETERSBURG STATE UNIVERSITY OF TECHNOLOGY AND DESIGN

NORTH WESTERN INSTITUTE OF PRINTING ARTS

STUDENT RESEARCH DAYS

2015 Annual Student Research Conference
Language. Vocation. Communication

**ICT IN PUBLISHING,
MEDIA AND ADVERTISING:
TRENDS AND CHALLENGES**



Working Languages:

ENGLISH, GERMAN, FRENCH

St. Petersburg

**Tuesday, 14 April
Thursday, 16 April 2015**

Day 1: Tuesday 14 April 2015
11:40-14:00 Venue: Room 127



Section 1 ICT, Journalism and Marketing 11:40-14:00

Chair: Associate Professor Julia Smirnova, PhD

Guest Speakers

Marianna Carazzai, Bachelor in Art&Design. **Experience Abroad:**

Bauhaus University, Weimar.

Anna (Leven) Drozhzhina, Research Intern at *The Art Newspaper*, London, United Kingdom. **Digitalization of Mass Media**

1. Турзакова Виктория Викторовна, 2-ГИД-3. Virus Marketing.
2. Мыряева Карина Игоревна, 1-МГ-18. Frequency-spectrum approach to information transforming in the image processing systems.
Scientific adviser Assoc. Prof. Julia Smirnova, PhD.
3. Коновалова Линда Арнольдовна, 1-МГ-30. Local media in Latvia.
Scientific adviser Assoc. Prof. Julia Smirnova, PhD.
4. Слякаева Анжелика Альбертовна, 3-ГИД-1. Neue Medien als eine Kommunikationsart. *Wissenschaftliche Betreuerin: Dozentin S. W. Kataewa, Ph.D.*
5. Миронова Наталья Геннадьевна, 1-ГИДА-3. Media portrayals of women in tech: Google joins non-profits to drive change.
Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
6. Парфенова Дарья Дмитриевна, 2-ГИД-1. Is infographics a journalism?
Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
7. Геращенко Екатерина Андреевна, 2-ГИД-2. Is blog a type of journalism media?
Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.

Creative contests

Best Poetic Translation
Best Poetry
Best Film Review
Best Book Review

Day 2: Thursday 16 April 2014

10:00-17:00 Venue: Room 127



Section 2 ICT in Publishing, 10:00

Chair: Senior Lecturer Irina Liskovets, PhD

Guest Speaker

Olga Stephenson, преподаватель английского языка Центра Европейских языков *LEXICA*. **Digital Poetry**

1. Терентьев Арсений Викторович, 1-ТИДА-4. Author's Reciting "Dark Nights". *Scientific adviser Senior Lecturer N.M. Magalova.*
2. Цветкова Надежда Юрьевна, 1-ГИДА-5. Electronic Libraries. Efficiency and Challenges. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.*
3. Карелова Елизавета Игоревна, 1-ГИДА-5. The dark side of Twitter. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.*
4. Воднева Алёна Руслановна, 1-ГИДА-5. The Impact of the Internet on reading skills. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.*
5. Головатая Дарья Александровна, СПбГЭУ, Э-313. Change in international economic cooperation between Russia and other countries. *Scientific adviser Assoc. Prof. E.K. Gulova.*
6. Баташова Алтн Батыровна, СПбГЭУ, Э-313. The impact of economic restrictions on the position of famous brands in Russia. *Scientific adviser Assoc. Prof. E.K. Gulova.*
7. Жуковский Антон Михайлович, Макаров Александр Андреевич, Дегтярюк Александр Олегович, 1 ТИДА 4. The Fourth Wall effect: the virtual and augmented reality technology integration into mass media. *Scientific adviser Senior Lecturer N.M. Magalova.*
8. Кускунов Дмитрий Олегович, Кацуба Кристина Сергеевна, Тихонов Павел, 1-ТИДА-4. Information Technologies Challenge. *Scientific adviser Senior Lecturer N.M. Magalova.*
9. Лебедева Елизавета Михайловна, Собко Анастасия Алексеевна, 1-ГИД-9. Comparative analysis of illustrations by the artists Arthur Rackham and Kirill Cheluskin. *Scientific adviser Senior Lecturer N.S. Shapovalova.*



Section 3 ICT, Media and Marketing, 11:40

Chair: Associate Professor Svetlana Kataeva, PhD

Guest Speaker Доцент, кандидат педагогических наук Колесникова И. Л., представитель Департамента экзаменов по английскому языку Кембриджского университета (Cambridge English Language Assessment) **Cambridge English Language Exams – your Way to Success.**

1. Ильичев Андрей Константинович, 1-ТИДА-3. Reciting. "Flight of the soul". *Scientific adviser Senior Lecturer N.M. Magalova.*

2. Болясная Елизавета Викторовна, 1-ГИДА-1. Marketing in sozialen Netzwerken

Wissenschaftliche Betreuerin: Dozentin S. W. Kataewa, Ph.D.

5. Шулым Вера Андреевна, 1-ТИДА-2. Can VK network be referred to as mass media? *Scientific adviser Senior Lecturer N.M. Magalova.*

6. Кубай Анастасия Андреевна, 1-ТИДА-2. Media as a Net Art. *Scientific adviser Senior Lecturer N.M. Magalova.*

7. Кузьмина Кристина Сергеевна, 1-ГИДА-1. Blogolution as an advertising medium. *Scientific adviser Senior Lecturer N.M. Magalova.*

8. Кулакова Дарья Владимировна, 1-ГИДА-2с. On-line newspapers in trends. *Scientific adviser Senior Lecturer N.M. Magalova.*

9. Савельева Татьяна Алексеевна, 1-ТИДА-3. Vocaloid: singing voice synthesizer *Scientific adviser Senior Lecturer I.V.Liskovets, PhD.*



Section 4 ICT, Media and Marketing, 13:45

Chair: Senior Lecturer Mikhail Malyshev

1. Петрова Анна Вадимовна, 2-ГИД-5. ICT technologies in painting reproduction. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.*

2. Савинова Надежда Эдуардовна, 2-ГИД-5. Books and coffee: convergence of cafe and bookstore in the digital age. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.*

3. Барабошкина Анна Владимировна, Романова Екатерина Викторовна, 2-ТИД-6. Information technologies in multiplication. *Scientific adviser Senior Lecturer I.V.Liskovets, PhD.*

4. Пахомов Игорь Николаевич, 2-ГИД-7. Modern art journalism techniques. The Review of the world books and journals. *Scientific adviser Senior Lecturer N.S. Shapovalova.*

5. Флерова Анна-София Германиковна, 3-ГИД-5. Digital font technologies. *Scientific adviser Senior Lecturer M.L. Malyshev*

6. Перельгина Инга Геннадьевна, 1-ГИДА-1. Packaging and Wrapping for Advertising – Book Cover as a means of advertising. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.*

7. Илюхина Валерия Павловна, 1-ГИДА-1. Brand stretching as a way to success. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.*

8. Зорин Валентин Игоревич, 1-ГИДА-1. Marilyn Manson and his song "Deep Six". *Scientific adviser Senior Lecturer N.M. Magalova.*

Part-Time Students

18:30-21:30 Venue: Room 107



Section 5 ICT for Design, Publishing, Advertising

Chair: Associate Professor Ludmila Rochikashvili, PhD

1. Хаенко Михаил Маркович, 1-ТИВА-2. White paper cloud computing for the media and entertainment industry.

Scientific adviser Assoc. Prof. L. M. Rochikashvili, PhD.

2. Белицкая Елена Васильевна, 3-ГИВ-2. Social media convergence — the rise of social network media such as Facebook, Twitter and YouTube, and the growth of user-created content.

Scientific adviser Assoc. Prof. L. M. Rochikashvili, PhD.

3. Морозова Екатерина Павловна, 3-ТИВ-1. Current trends: use of social networking websites. *Scientific adviser Assoc. Prof. L. M. Rochikashvili, PhD.*

4. Бабкова Ксения Юрьевна, 1-ГИВА-3. The new medium of visual journalism. *Scientific adviser Senior Lecturer A.B. Komarova.*

5. Сиротина Марина Евгеньевна, 1-ГИВА-3. The development of IT in Journalism. *Scientific adviser Senior Lecturer A.B. Komarova*