

Day 1: Tuesday 5 April 2015 11:40-16:45



Section 1 Publishing 11:40-13:30, Room 116

Chair: Associate Professor Julia Smirnova, PhD

Guest Key Speakers

Olga Stephenson, English teacher (The Centre of European Languages LEXICA)

Yulia Yakushenko, Divisional Manager at Mayakovsky Central City Public Library Foreign Literature Department

1. Карелова Елизавета Игоревна, 2-ГИДА-5. Penguin Random House: background and profile. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD. First Prize*
2. Цветкова Надежда Юрьевна, 2-ГИДА-5. First Mass Media in Ancient Rome. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.*
3. Трубникова Валерия Андреевна 2-ГИДА-5. Braille books Publishing: Outlook and Prospects. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD. Third Prize*
4. Дольникова Виктория, 1-МГ-30. British periodicals in the late 19th century. *Scientific adviser Assoc. Prof. Julia Smirnova, PhD.*
5. Ермошенко Анастасия Петровна, 1-МГЗ-31. The evolution of digital publishing. *Scientific adviser Assoc. Prof. Natalya Averina, PhD. Second Prize*



Section 2 Publishing&Advertising, 13:45-15:10, Room 116

Chair: Associate Professor Irina Liskovets, PhD

1. Козырева Анна Николаевна, 3-ГИД-3. *Scientific adviser Senior Lecturer I.V.Liskovets, PhD.*
2. Турзакова Виктория Викторовна, 3-ГИД-3. Donald Tramp's marketing campaign history. *Scientific adviser Senior Lecturer I.V.Liskovets, PhD. First Prize*
3. Шаповалова Наталья Сергеевна, 1-МГ-31. Writing the future: where Russian Sci-Fi began. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD. Third Prize*
4. Колесова Ольга Николаевна, 1-МГ-31. Russian Nobel Laureates in Literature: similarities and differences. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.*
5. Крылова Надежда Алексеевна, 1-МГ-31. Nikolai Gumilev and his verse in English. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD. First Prize*



Section 3 Advertising, 15:20-16:45, Room 209

Chair: Yuri Bagrov, PhD

1. Кузьмина Кристина Сергеевна, 2-ГИДА-1. History of silk. *Scientific adviser Yuri Bagrov PhD. First Prize*
2. Перельгина Инга Геннадьевна, 2-ГИДА-1. Barbie doll as a successful brand. *Scientific adviser Yuri Bagrov, PhD. Second Prize*
3. Лапшина Анжелика Арамовна, 2-ГИДА-1. Image of the child in advertising. *Scientific adviser Assoc. Prof. Julia Smirnova, PhD.*
4. Масленникова Светлана Алексеевна, Айвазова Мария Андреевна, SPbGEU. The Future of Russian and Chinese Partnership in the sphere of multi-polar economy. *Scientific adviser Assoc. Prof. Ekaterina Gulova*

5. Илюхина Валерия Павловна 2-ГИДА-1. The Ivy League in the American educational culture: Yale University. . *Scientific adviser Yuri Bagrov PhD. Third Prize*

Day 2: Thursday 7 April 2014 10:00-17:00



Section 4 Typography&Publishing, 10:00-11:30, Room 127

Chair: Senior Lecturer Irina Liskovets, PhD

1. Алексашенко Анна Андреевна, 1-ГИДА-4. Happiness is ... *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.*
2. Кузнецов Владислав Андреевич, 1-ГИДА-3. Protojournalism or old journalism. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD. Third Prize*
3. Гетьман Наталья Александровна, 1-ГИДА-3. Multiple etymology of American conjunction 'OK'. *Scientific adviser Senior Lecturer I.V.Liskovets, PhD.*
4. Зинова Ксения Дмитриевна, 1-ГИДА-3. TV Journalism transformation in the 1990s. *Scientific adviser Senior Lecturer I.V.Liskovets, PhD. Third Prize*
5. Харченко Таисия Владимировна, 2-ГИЗА-1. The myth phenomenon as exemplified by advertising father David Ogilvi. *Scientific adviser Senior Lecturer I.V.Liskovets, PhD.*
6. Селлер Алла Геннадьевна, Чиков Егор Алексеевич 1-ТИДА-4. History of vegetarianism. *Scientific adviser Senior Lecturer N.M. Magalova. First Prize*
Алексеева Светлана Алексеевна, участник
7. Данилова Виолетта Алексеевна, 1-ГИДА-3. History of alphabet. *Scientific adviser Senior Lecturer M.L. Malyshev*
8. Длуголенская Любовь Аркадьевна, 1-ГИДА-3. Storage on the cloud The long way to the top. *Scientific adviser Assoc. Prof. Julia Smirnova, PhD.*
9. Батов Алексей Евгеньевич, 1-ТИДА-4. History of jazz music. *Scientific adviser Senior Lecturer N.M. Magalova. Second Prize*
10. Севостьянов Илья Евгеньевич, Чиков Егор Алексеевич, 1-ТИДА-4. History of the painting Irises by Vincent van Gogh. *Scientific adviser Senior Lecturer N.M. Magalova.*



Section 5 Typography&Publishing, 11:40-13:05, Room 127

Chair: Associate Senior Lecturer Natalia Magalova

Guest Key Speakers

Olga Stephenson, English teacher (The Centre of European Languages LEXICA)

Yulia Yakushenko, Divisional Manager at Mayakovsky Central City Public Library Foreign Literature Department

1. Осколков Никита Дмитриевич, 1-ГИДА-5. Zwei Revolutionen des deutschen Buchhandels. *Wissenschaftliche Betreuerin: Dozentin S. W. Kataewa, Ph.D. Second Prize*
2. Кузнецова Мария Михайловна, 1-ТИДА-3. History of animated cartoon (first half of the 20 century). *Scientific adviser Senior Lecturer N.M. Magalova. First Prize*
3. Игнатов Никита Юрьевич, 1-ТИДА-3. History of the company Nin ten do. *Scientific adviser Senior Lecturer N.M. Magalova.*

4. Смирнова Алиса Васильевна, 1-ТИДА-3. History of modern art early 20 century. *Scientific adviser Senior Lecturer N.M. Magalova. **Third Prize***
5. Зелова Лана Вячеславовна, Дабижа Полина Игоревна, 1-ТИДА-2. History of calligraphy, *Scientific adviser Senior Lecturer N.M. Magalova, M.L. Malyshev.*
6. Лопатин Матвей Денисович, школа 550, 11а класс. Analysis of MT systems. *Scientific adviser Senior Lecturer N.M. Magalova. **First Prize***
7. Аль Сайед Амир Закарейевич, 1-ГИДА-7. Irish accent a.k.a. Hiberno-English. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.*
8. Чечеткина Ксения Валерьевна, 1-ГИДА-5. The History of copyright in the UK. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.*
9. Рыжих Анастасия Валерьевна, 1-ГИДА-5. *Freedom of speech: the long history.* *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.*
10. Сероокий Александр Сергеевич, 1-ТИДА-2. The impact of Howard Phillips Lovecraft's works. *Scientific adviser Senior Lecturer N.M. Magalova **Third Prize***
11. Иванова Екатерина. Warner brothers.



Section 6 ICT, Typography&Advertising, 13:45-15:10, Room 127

Chair: Senior Lecturer Mikhail Malyshev

1. Кускунов Дмитрий Олегович, Кацуба Кристина Сергеевна, Терентьев Арсений Викторович, 2-ТИДА-4. The history of one photograph. *Scientific adviser Yuri Bagrov PhD.*
2. Жуковский Антон Михайлович, 2-ТИДА-4, Марголин Алексей Леонидович, 2-ТИДА-2, Макаров Александр Андреевич, 2-ТИДА-4. History of artificial intelligence development. *Scientific adviser Senior Lecturer N.M. Magalova.*
3. Савельева Татьяна Алексеевна, 2-ТИДА-3. History of technologies of speech and vocal synthesis. *Scientific adviser Senior Lecturer M.L. Malyshev.*
4. Данилкина Наталья, 1-ГИДА-1. Use of social networking websites for business. *Scientific adviser Assoc. Prof. Julia Smirnova, PhD.*
5. Кубай Анастасия Андреевна, 2-ТИДА-2. History of calligraphy. *Scientific adviser Senior Lecturer N.M. Magalova.*
6. Шулым Вера Андреевна, 2-ТИДА-2. Fast Food History. "The McDonald's Empire". *Scientific adviser Senior Lecturer N.M. Magalova. **First Prize***
7. Ильичев Андрей Константинович, 2-ТИДА-3. Electronic cigarettes: History of emergency, use and harms. *Scientific adviser Senior Lecturer N.M. Magalova.*
8. Кузнецов Владислав Андреевич, 1-ГИДА-3. Protojournalism or old journalism. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD. **Third Prize***
9. Степанова Анна Юрьевна, 2-ТИДА-2, Новикова Анна Владимировна, 2-ТИДА-2. History of comics /История комиксов. *Scientific adviser Senior Lecturer N.M. Magalova.*
10. Куликова Мария Владимировна, 3-ТИД-8. Difficulties of translation the technical terms in typographic sphere. *Scientific adviser Assoc. Prof. L.V. Nazarova, PhD. **Second Prize***

Section 7 ICT, Typography&Advertising, 15:20-16:45, Room 010

Chair: Senior Lecturer Natalia Shapovalova

1. Бакалкина Ксения, Голденштейн Владлена Игоревна, 2-ТИДП-6. Future of paper books. *Scientific adviser Varvara Shironosova, PhD.*
2. Ильченко Елизавета Олеговна, Федечко Евгения, 2-ТИДП-6. Overview of screen printing. *Scientific adviser Varvara Shironosova, PhD. **Second Prize***
3. Корзинникова Анастасия Сергеевна, 2-ТИДА-5. What is 3D printing.. *Scientific adviser Varvara Shironosova, PhD.*
4. Базина Дарья Владимировна, 2-ГИДА-3. Mass media independence from government (a case study of the BBC). *Scientific adviser Assoc. Prof. L.V. Nazarova, PhD. **Second Prize***
5. Миронова Наталья Геннадьевна, 2-ГИДА-3. Printed Word in 17-19 century Russia. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.*
6. Васенев Данил Константинович, 2-ГИДА-3. Journalistic voice by the example of "Afghan Girl". *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD. **First Prize***
7. Дегтярев Иван Александрович, школа 553, 11б класс. Faux amis du traducteur (français – anglais). *Scientific adviser Assoc. Prof. A. A. Kroutchinina, PhD.*
8. Максимов Даниил Викторович, шк. 553, 11б кл. Kouptchino: vers une mythologie d'un quartier d'ortoir. *Scientific adviser Assoc. Prof. A.A. Kroutchinina, PhD.*
9. Лазарева Дарья Леонидовна, 1-ТИДП-6. The New York Times: a dialogue with history. *Scientific adviser Assoc. Prof. L. V. Nazarova, PhD. **Third Prize***
10. Кодечко Мария Николаевна, 2-ГИДА-3. Dr. Randy Pausch - "The Last Lecture"
11. Сыч Алиса Станиславовна, 2-ГИДА-3. Factors influencing the personality formation of Jean-Paul Marat

DAY 3 Part-Time Students

25 April, 18:30-21:30, Room 107 Section 8 Digital Rhetoric

Chair: Anna Komarova, Scientific adviser Senior Lecturer A.B. Komarova

1. Евграфова Александра Игоревна, 2-ГИВА-3. Rhetoric in Linguistic Context. *Scientific adviser Senior Lecturer A.B. Komarova*
2. Паншина Анастасия Михайловна 2-ГИВА-3. The Art of Rhetoric in Russia. *Scientific adviser Senior Lecturer A.B. Komarova*
3. Сиротина Марина Евгеньевна, 2-ГИВА-3. Rhetors in Historical Context.
4. Кольчева Ксения Юрьевна, 2-ГИВА-3. Rhetoric in the Context of Journalism. *Scientific adviser Senior Lecturer A.B. Komarova*
5. Евстигнеева Полина Олеговна, Деревцова Дарья Игоревна, Пушко Ольга Сергеевна, Яковлева Мария Васильевна, 2-ГИВ-9. Visual Rhetoric
6. Настов Алексей Дмитриевич, 3-ГИВ-5с. The Art of Rhetoric: Persuasive Techniques in Advertising. *Scientific adviser Senior Lecturer A.B. Komarova*
7. Федосеева Мария Сергеевна, 2-ГИВА-2. Avatar: Self Presentation via The Internet *Scientific adviser Senior Lecturer A.B. Komarova*
8. Хаенко Михаил Маркович, 2-ГИВА-2. History of Persuasion via The Internet. *Scientific adviser Senior Lecturer A.B. Komarova.*
9. Лещанский Александр Сергеевич, 2-ГИВА-2. Modern Technologies behind Digital Rhetoric. *Scientific adviser Senior Lecturer A.B. Komarova*