

ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ  
УЧРЕЖДЕНИЕ ВЫСШЕГО ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ

«САНКТ-ПЕТЕРБУРГСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ  
ТЕХНОЛОГИИ И ДИЗАЙНА»

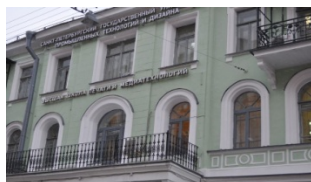
**Всероссийская научная конференция молодых ученых  
Инновации молодежной науки**

**Студенческая научно-практическая конференция  
Высшая школа печати и медиатехнологий**

**"Система ценностей современного  
общества в зеркале СМИ"**

Высшая школа печати и медиатехнологий,  
пер. Дзямбула, 13

Метро: Звенигородская



**ВТОРНИК 4 АПРЕЛЯ**

11:30 – 13: 05 Аудитория 127  
13:40 – 16:45 Аудитория 010

**ЧЕТВЕРГ 6 АПРЕЛЯ**

10:00 – 16:45 Аудитория 010



SAINT PETERSBURG STATE UNIVERSITY OF INDUSTRIAL TECHNOLOGIES AND DESIGN  
HIGHER SCHOOL OF PRINTING AND MEDIA TECHNOLOGIES

**PROGRAMME**

**2017 Annual Young Scientists Research Conference  
Youth Science Innovations**

**Modern Society Value System  
in the Mass Media Mirror**



*Working Languages: ENGLISH, GERMAN*

**Tuesday, 4 April**

**11:30 – 13: 05 Room 127  
13:40 – 16:45 Room 010**

**Thursday, 6 April**

**10:00 – 16:45 Room 010**

## Day 1: Tuesday 4 April 2017

### Section 1 Journalism, 11:40-13:30, Room 127

Chair: Associate Professor Julia Smirnova, PhD

**Keynote speaker** Associate Professor Natalya Valeryevna Ursul, PhD, Dept of Foreign Languages of National Research University Higher School of Economics. Journalistic Skills in Interdisciplinary Studies.

1. Бессонова Валерия Игоревна, 1-ГИДА-12. *Value system in "Skins"*. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
2. Журавлева Надежда Михайловна, 1-ГИДА-10. *Current issues of modern photojournalism*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
3. Иванова Ксения Эдуардовна, 1-ГИДА-10. *Literature review in media (based on The Guardian, The Telegraph, Argumenti i facty, Gazeta.ru E-editions)*. Scientific adviser Assoc. Prof. Julia Smirnova, PhD.
4. Лозовская Валерия Антоновна, 1-ГИДА-12. *Tolerance in media*. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
5. Попова Карина Олеговна, 1-ГИДА-12. *Life online: Internet resources advance*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
6. Тарасенко Татьяна Олеговна, БМН-165, Смирнова Мария Павловна, БМН-166, Малинина Мария, БМН-166 *Social Marketing: the case study of Granola*. Scientific advisers Assoc. Prof. V. V. Pavlov, senior lecturer N. V. Smirnova (*Higher School of Economics*)
7. Ярославцева Ангелина Владиславовна, 1-ГИДА-12. *Charlie Chaplin's contribution into cinematography evolvement*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.

### Section 2 Publishing, 13:45-15:10, Room 010

Chair: Associate Professor Irina Liskovets, PhD

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

1. Авдеев Сергей Валерьевич, 1-ГИДА-6. *Rock musicians' values on and off stage*. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
2. Ганичев Леонид Александрович, 1-ГИДА-11. *The influence of migration on European values*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
3. Ефимова Анна Сергеевна, 1-ГИДА-5. *Onomastics in fantasy: names from the other world*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
4. Ишмакова Лиана Айратовна, 1-ГИДА-11. *How to make a good book?* Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
5. Степанова Вера Сергеевна, 1-ГИДА-11. *Tolkien as a cultural phenomenon*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
6. Труфанов Ярослав Владимирович, 1-ГИДА-5. *Desuete masters in music*. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.

### Section 3 Journalism

#### POSTER SESSION, 15:20-15:30, corridor 127

1. Короткова Екатерина Сергеевна, 1-МГ-30. *Developments in media industry and media influence on education*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
2. Нурмамадова Шалима Ргуюевна, 1-МГ-30. *Russian-Tajikistan cross-cultural differences*. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
3. Огурцова Анастасия Алексеевна, 1-МГ-30. *New technologies: drone journalism*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
4. Олейник Аделина Сергеевна, 1-МГ-30. *Features of popular science journalism*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
5. Тихомирова Анастасия Геннадьевна, 1-МГ-30. *Problems of authorities - mass media interaction*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
6. Тучкова Анастасия Александровна, 1-МГ-30. *The questionnaire method as a means of shaping public opinion*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
7. Шаталина Илона Николаевна, 1-МГ-30. *Aggression in media*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.

## Day 2: Thursday 6 April 2014

### Section 3 Advertising & Journalism, 15:30-16:45, Room 010

Chair: Assoc. Prof. Yuri Bagrov, PhD

1. Герасимова Анжелика Игоревна, 1-МГ-30. *Specificity of the impact on television audience*. Scientific adviser Prof. L. V. Nazarova, PhD.
2. Камалтынова Софья Константиновна, Пелля Алена Анатольевна, 1-МГ-30. *Fashion Journalism in the personal experience*. Scientific adviser Prof. L. V. Nazarova, PhD.
3. Кашина Диана Сергеевна, 1-МГ-30. *Influence on the tourism journalism audience*. Scientific adviser Prof. L. V. Nazarova, PhD.
4. Лысякова Инна Викторовна, Дерябина Юлия Викторовна, Мычко Виктория Николаевна, 1-МГ-30. *Convergence of English and Russian words in native mass media*. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
5. Малютина Алина Сергеевна, 1-МГ-30. *The problem of fashion journalism as a separate journalistic course*. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
6. Олейник Анастасия Андреевна, 1-МГ-30. *Information discourse in the multimedia content stream channel environment*. Scientific adviser Prof. L. V. Nazarova, PhD.
7. Перелыгина Инга Геннадьевна, 3-ГИДА-1. *Advertising as the instrument of corporate society*. Scientific adviser Assoc. Prof. Yu.D. Bagrov, PhD.
8. Скоринко Наталья Юрьевна, 4-ГИДА-1. *The image of cultural elite of the USA in the 1960s (based on 'Frank Sinatra has a cold' by Gay Talese)* Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
9. Товмасын Марина Эриковна, 1-МГ-30. *The multiculturalism in Russian media*. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
10. Чадаева Александра Сергеевна 1-МГ-30. *System of values in The Simpsons*. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.

### Section 4 ICT & Publishing, 11:40-13:05, Room 010

Chair: Senior Lecturer Natalia Magalova

1. Бережок Анастасия Викторовна, 2-ГИДА-5. *Values in the 21 century foreign literature*. Scientific adviser Assoc. Prof. Julia Smirnova, PhD.
2. Дабижа Полина Игоревна, 2-ТИДА-3. *Architecture and nature*. Scientific adviser Senior Lecturer M.L. Malyshev.
3. Зелова Лана Вячеславовна, 2-ТИДА-2. *The health and social care for people with autistic spectrum disorders*. Scientific adviser Senior Lecturer N.M. Magalova.
4. Иванова Екатерина Владимировна, 2-ТИДА-2. *The problem of responsibility in the modern society*. Scientific adviser Senior Lecturer N. M. Magalova
5. Игнатъев Никита Юрьевич, 2-ТИДА-2. *The age rating systems*. Scientific adviser Senior Lecturer N. M. Magalova
6. Козвонина Екатерина Александровна, 1-МГ3-31. *Materialism as the leading values system aspect in modern society*. Scientific adviser Prof. L. V. Nazarova, PhD.
7. Кузнецова Мария Михайловна, 2-ТИДА-3. *The opportunities of the deep web*. Scientific adviser Senior Lecturer N.M. Magalova.
8. Мукминова Алина Альбертовна, 3-ТИДА-4. *National versus nationalistic in mass media*. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
9. Осколков Никита Викторович, 2 ГИДА-5. *HEUTE IST SCHÖNE NEUE WELT Die Wahrsagungen von Aldous Huxley*. Scientific adviser Assoc. Prof. S.V. Kataeva, PhD.
10. Смирнова Алиса Васильевна, 2-ТИДА-3. *Blogging as a way of self-impression*. Scientific adviser Senior Lecturer N.M. Magalova.
11. Сероокий Александр Сергеевич, 2-ТИДА-2. *The media content distribution in the digital era*. Scientific adviser Senior Lecturer N. M. Magalova

**Keynote speaker** Chris Hastings, PhD, English Language Fellow

Chair: Senior Lecturer M.L. Malyshev

1. Алексашенко Анна Андреевна, 2-ГИДА-4. *Movies for professional journalists*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
2. Батов Алексей Евгеньевич, 2-ТИДА-4. *The values of modern society exemplified by business youth community "Potential of Russia"*. Scientific adviser Senior Lecturer N. M. Magalova
3. Боева Янка Красимирова, 2-ГИДА-4. *Soap opera and the socialist system disintegration*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
4. Валеева Адиля Дамировна, Севостьянов Илья Евгеньевич, 2-ТИДА-4. *How American values have changed over time*. Scientific adviser Senior Lecturer N. M. Magalova
5. Герасимова Дарья Дмитриевна, 2-ТИДА-4. *The family — a social unit through the eyes of the media*. Scientific adviser Senior Lecturer N. M. Magalova.
6. Гетьман Наталья Александровна, 2-ГИДА-3. *Values as a key factor*. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
7. Длуголенская Любовь Аркадьевна, 2-ГИДА-3. *Values in the modern world*. Scientific adviser Senior Lecturer M.L. Malyshev.
8. Заячук Анастасия Романовна, 2-ГИДА-3. *Mass media impact on value system formation*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
9. Зинова Ксения Дмитриевна 2-ГИДА-3. *Family values as seen by Russian and US advertisers*. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
10. Кишин Владислав Анатольевич, 2-ГИДА 3. *The conflict of values in Anno Hideaki's Neon Genesis Evangelion*. Scientific adviser Assoc. Prof. Yu. D. Bagrov, PhD.
11. Копильчак Екатерина Ярославовна, 2-ГИДА-4. *Appearance as the reflection of soul*. Scientific adviser Assoc. Prof. Yu.D. Bagrov, PhD.
12. Цюпа Светлана Алексеевна, Байков Кирилл Михайлович, Тузлуков Андрей Артурович. , 2-ТИДА-4. *Money rules the world*. Scientific adviser Senior Lecturer N. M. Magalova

Chair: Senior Lecturer A.B. Komarova

1. Байниязова Айзада 1-ТИДП-6. *Comparative analysis of Karach, Russian and English phonetics*. Scientific adviser A.B. Komarova.
2. Габассова Жанель 1-ТИДП-6 *Cultural values and traditions of Kazakhstan*. Scientific adviser Senior Lecturer A.B. Komarova.
3. Гончарова Татьяна Юрьевна, 1-МГ-29. *Adaptation and standardization of international advertising in the Russian market*. Scientific adviser Assoc. Prof. Julia Smirnova, PhD.
4. Гринберг Павел Исаакович, 1-МГ-31. *Publicist text features and their representation on the Internet*. Scientific adviser Assoc. Prof. L.V. Nazarova, PhD.
5. Данилкина Наталья Викторовна, 2-ГИДА-1. *Specificity of the Chinese Mark*. Scientific adviser Assoc. Prof. Julia Smirnova, PhD.
6. Мамукаева Мадина Робертовна, 1-МГ-31. *The latest Pelevin`s novels in assessing criticism (a case study of the novel S.N.U.F.F.)*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
7. Полякова Мария Владимировна, 1-ТИДА-3. *Advertising 3D modeling software peculiarities*. Scientific adviser Senior Lecturer N.M. Magalova.
8. Сейберт Светлана Валерьевна, 1-МГ-31. *Book review as a unique feature of advertising*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
9. Татарникова Алиса Владимировна, 2-ГИДА-1. *The Peculiarities of contemporary cinema poster*. Scientific adviser Assoc. Prof. Julia Smirnova, PhD.
10. Уланова Татьяна Сергеевна, 1-ТИДП-6. *Modern Kazakhstan values*. Scientific adviser Senior Lecturer A.B. Komarova.
11. Шитиков Максим Игоревич, 1-МГ-31. *State of the art sports publishing industry*. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
12. Черняховский Михаил Сергеевич, 1-МГ-29. *Manipulative techniques in russian advertising of home appliances*. Scientific adviser Assoc. Prof. Julia Smirnova, PhD.
13. Евстигнеева Полина Олеговна, Деревцова Дарья Игоревна, Пушко Ольга Сергеевна, Яковлева Мария Васильевна, 2-ГИВ-9. *Visual Rhetoric* Scientific adviser Senior Lecturer A.B. Komarova
14. Паншина Анастасия Михайловна 2-ГИВА-3. *The Art of Rhetoric in Russia*. Scientific adviser Senior Lecturer A.B. Komarova